

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 16, 1929

## Selling Religious Books

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IT is becoming quite evident to the book-trade that something is happening with regard to religious books. Most of us, even the younger of us, can well remember when Fleming H. Revell Company, George H. Doran Company and the denominational houses were publishing the bulk of religious books. It is true that some of the other publishers, particularly Scribner's and Macmillan, did bring out some religious books, but not many as compared with the much increased output of the present time. Now we find not

only the denominational houses, Doran, and Revell continuing, but also Macmillan, Scribner's, Harper's, Century, and Henry Holt, either with already sizeable religious book departments, or building such departments. The denominational presses, particularly the Methodist Book Concern, Cokesbury Press, and Pilgrim Press, are working with increased vigor, publishing not only more books but more popular and saleable books. Most certainly these general book publishing houses and denominational houses would not be creating religious book departments, issuing quantities of religious books, sending travelers throughout the East, Middle West and

South, with just these religious books, unless religious books were selling and selling well. It would also appear that the publishers see a continued and growing demand for such books.

Why then, do we constantly find the

general retail book-trade puzzled by this new interest and the increased output of religious books? Where are these many new religious books at present being sold? Will the sale of these religious books be limited to the distinctly religious bookstores, or will the general bookstores be selling

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them? Will this present interest of the general book publishers in religious books grow or will these newly created religious book departments be dying off in a few years? Is this all just a temporary matter, or will a market be found for this increased output? These are some of the questions the publishers and the bookstores must face.

First, let us realize that there actually is a real demand in certain places for religious books. This means that the bulk of religious books now being published are finding a ready market. It is true that for the most part as in the past this market is made up of the distinctly religious book-

stores. However, we must not forget that there are many large retail general bookstores with excellent religious book departments. The Old Corner Book Store at Boston, Scrantom's at Rochester, Burrows Bros. at Cleveland, Norman, Remington Company at Baltimore, Ballantyne's at Washington, all have religious book departments of some size. Even some of the Department Store Book Departments like Wanamaker's at Philadelphia and Dayton's at Minneapolis, carry some stock of religious books. In the case of the Old Corner Book Store at Boston and Scrantom's at Rochester, it is very doubtful if even the distinctly religious book stores carry a more complete and well kept stock of religious books. In these two stores we find our model for a religious book department in a general bookstore: a trained religious book person in charge of the department, a complete stock, intelligent and prompt service and without question profitable to the store. We are then, at present, finding our demand for the increased output of religious books through the distinctly religious bookstores, through the general bookstores with actual religious book departments and through the general bookstores that have religious book departments developing.

The problem of the religious book publisher now is, therefore, one of finding new outlets for the still increasing output of this type of book. Retail trade channels already mentioned have, for the most part, absorbed the present increase of religious books. It would seem to many of us that these present outlets had about reached the limit of their possible demand. What then is our next step? It is the opinion of some of us that the general retail bookstores are best able to furnish this new outlet.

There is little question but that there is a natural interest on the part of the general public in religious books which could easily be developed into a real demand. With the Bible always the best seller and religion probably the most common interest of all of us, why shouldn't religious books sell? Let us not forget the tremendous sale of Dr. Van Dyke's "Story of the Other Wise Man," and Dr. Knight's "The Song of Our Syrian Guest," which together have amounted to well over a million copies. Religion is a field of

thought in which practically all people are interested. Just try to forget religion, you can't. Someone is sure to approach the subject or bring it to your mind in some way. Even in conversation with strangers note how often religion somewhere, somehow, enters in. The progressive retail bookseller, it would seem to many of us, should be taking advantage of this great common interest and selling books to meet this interest. What person living isn't interested in life with all its complexities and problems, in social relationships and in immortality? These are the subjects with which religious books are concerned. They are living books, true books, not fiction or legend. Read one of the newer, more popular religious books, discover how different it is from what you probably thought it was going to be. Sell these live religious books, these human interest books. The natural demand for these books is there, and we must develop it.

It would appear then that the developing of a demand for religious books among general book readers at general bookstores is the paramount problem before religious book publishers. Some have suggested that such a demand might be developed if we could induce the general bookstores to add a trained religious book clerk to their staff. To others of us, however, this suggestion does not seem practical, as it is very doubtful if general bookstores would be willing to take any such step until they realized an actual demand. There would, therefore, appear to be only one other way open and that is to encourage the general bookstores to experiment with a small stock of religious books and attempt in that way to develop gradually a religious book department. When, by such an experiment, the demand for religious books increased to a notable point the bookseller would, we are sure, be willing to add a specialized religious book clerk to his staff.

Without question the problem of the general bookstore today with regard to religious books is that they have no one who knows how to buy religious books. This fact almost all general book buyers will admit. Therefore, it would seem that the publishers are thus obligated to have their religious books intelligently sold by trained religious book salesmen. A number of the religious book publishers notably



Doubleday, Doran Company, Harper's, Cokesbury Press, and Pilgrim Press, have such trained religious book salesmen to sell the general trade their religious books. These men know the type of religious books that are most likely to sell in the various types of stores. They know that the inspirational type of book and "Name Authors" are more likely to sell in the

newly developing religious book departments of the general bookstores. They know that the more solid theological type of book is less likely to sell in these general bookstores. They know that stores which have a conservative religious trade cannot sell easily liberal religious books and vice versa. These men are happy to accept small orders from general book dealers who are attempting to develop their religious book business. My own order book is a testimony to the above fact. In one day in a large Eastern city the total of my individual orders varies from \$7.95 to \$1575.00. It would seem that the general book dealer

might well place his confidence in these specialized religious book salesmen, who, for the sake of the growth of the religious book business, are glad to offer their assistance and time in developing religious book departments in general bookstores.

Possibly one reason for the dislike the general bookstore has to stocking religious books is the fact that they have at some time been sold a stock of religious books unsuitable to their trade. These books have been sold to them by a general book salesman who knew little or nothing about religious books and their possible sale in

particular stores. It is hoped that more of the religious book publishers will see the importance of having their religious books intelligently sold, and will have their specialized religious book salesmen help to develop through general bookstore channels the demand for this type of book. The majority of general book salesmen selling religious books for the religious book de-

partments of their houses will admit their utter lack of knowledge of this type of book. Some very humorous and some very harmful situations have arisen from this type of salesmanship.

In summarizing then, it would seem to some of us that the increased interest by publishers in religious books is to be lasting, that more religious books are to be published and that they must find their outlet in some measure at least, through new religious book departments in general bookstores.

It would further seem that the very best method of creating and developing this new outlet is by the work of

the specialized religious book salesman. With the limited knowledge of religious books which the general bookstore buyers at the present time have, they must find someone who knows and in whom they can have confidence if they are to purchase religious books at all and develop this potentially profitable department of their business. Many of us know from experience that by such a system a fair demand for religious books can be developed in the general bookstores. It is a specialized line but can be made more general than it is at present.



*The Religious Books poster which is again available from the National Association of Book Publishers to help promote the sale of religious books*

# What Religious Books Are Read

Samuel McCrea Cavert

*Editorial Secretary of the Religious Book Club, Inc.*

THE notion that people are no longer vitally interested in religion has been exploded by the experience of the Religious Book Club. Although it appeared on the horizon only fifteen months ago (November 1, 1927, to be exact), it already has 7,500 members. They come from every state in the Union and, what is more surprising, from 32 foreign countries.

A second notion also has collapsed in the light of the fortunes of the Religious Book Club. It is the old impression that ministers read only dog-eared tomes of out-of-date theology and that church people are interested only in goody-goody treatises of traditional piety. The volumes sent out by the Religious Book Club have covered an amazingly wide range.

The most popular subject seems to have been the relation of religion and science. When the volume of the Harvard geologist, Professor Mather, on "Science in Search of God" was the selection of the Editorial Committee, the percentage of substitutions reached the lowest point—only 3%.

Next to this concern for a spiritual interpretation of the universe, books dealing with the Bible in an intelligent way were found to be most welcome, or, at least, met with the smallest request for substitutions. This was true in the case of Herbert K. Booth's "The Background of the Bible," Walter Russell Bowie's "The Master" and George A. Buttrick's "The Parables of Jesus," which showed from eight to ten percent substitutions.

Interest in theology and philosophy, when they are dealt with concretely and in modern terms, is far from outgrown, as was witnessed by the demand for William Adams Brown's "Beliefs That Matter," and John W. Buckham's "The Humanity of God."

The popular interest in psychology reflects itself in the reading of churchmen today. Professor Harry N. Wieman's "Methods of Private Religious Living," seeking to bring the light of our new

psychological knowledge to bear on such questions as prayer and worship, has apparently filled a keenly felt need. Even Professor Overstreet's "About Ourselves," and Abbé Dimnet's "The Art of Thinking," which do not deal directly with religion at all, are finding a substantial body of readers among religious workers.

The problems of the Church in the modern world elicited an almost equal interest, especially when presented in the vivid manner of "Dick" Sheppard (often referred to as "England's Dr. Cadman") in "The Impatience of a Parson." What position the Church is to take with reference to issues of social and community life is a question that has found an alert circle of readers, as testified to by the reception accorded Reinhold Niebuhr's "Does Civilization Need Religion?" and L. P. Jacks' "Constructive Citizenship."

A field which is beginning to attract growing attention is the attitude toward other types of religious belief and practice than one's own. Altho the great majority of the members of the Religious Book Club are Protestants, there was a wide interest in W. E. Garrison's "Catholicism and the American Mind" and D. J. Fleming's "Attitudes Toward Other Faiths." Stanley Jones' "Christ at the Round Table" was even more in demand. Professor James Bissett Pratt's scholarly study, "The Pilgrimage of Buddhism," was apparently too far removed from the ordinary experience of most Americans to be a thoroly popular choice—it encountered the largest percentage of substitution accorded to any of the primary selections of the Editorial Committee—but the marvel is that there were as many as four thousand people ready to explore a realm that a few years ago was almost *terra incognita*.

Finally, biography is a favorite field. H. E. B. Speight's "The Life and Writings of John Bunyan," Arnold Lunn's "John Wesley," and Gamaliel Bradford's "D. L. Moody" have been especially popular.



# Laymen's Interest in Religious Books

Gilbert Loveland

Henry Holt and Company

I MUST have generalized too freely from the Arizona sheriff and Bruce Barton. For when I began to think about writing this article, I had a firm conviction that laymen are showing an increasing interest in religious books. Then I wrote fifty letters of inquiry and sought a dozen interviews of people who know what laymen read—I wanted to put some factual teeth in the article, you see. And now my conviction wavers.

But I ought to clear up the reference to Bruce Barton, lest you think he met up with an Arizona sheriff. He did, but it was through one of his books, a sufficiently impersonal way to meet a sheriff. It was I who had the personal meeting with the sheriff, in the back room of his little jail in a town which used to be known as the only county seat in the United States without a church. And I found him reading "The Man Nobody Knows." So I generalized: men in unexpected quarters are getting interested in religion. (What I was doing in the jail, or why the sheriff chose the innermost room for reading the book, are not parts of this article.)

Thirty unselfish booksellers and editors, though rushed with the Christmas trade, took time to give me information. And a dozen others let me into their offices to ply my questions. I ought to have something valuable to contribute to a discussion of what kind of books laymen like to read. But the answers I got don't focus on any one large spot; they diffuse into forty-two little spots. Apparently we have no comparative statistics pitting lay versus clerical

bookbuying. And apparently there are a lot of laymen. They seem to be divided into two main classes, those who are interested in religious books, and those who aren't. And those who are interested clearly manifest a wide range of likes and dislikes, and varying degrees of culture.

Let me exhibit three samples of the responses to my inquiry.

*Exhibit A:* "The books that make the most appeal to laymen are those that are *challenging* as to present problems, and *hopeful* as to future solutions of these problems. . . . They are

not interested in estimates of future developments that breathe cynicism. . . . They like poetry, good understandable poetry, preferring it to theology."

*Exhibit B:* "I could give a long list of those in which the layman evidently was not interested, but probably you have a similar list to which you have access without difficulty." (Indeed, yes!)

*Exhibit C:* ". . . I should have to say that laymen do not seem to me to be great readers of religious books and most of such reading as they do is apparently superficial. . . . Such books as (*mustn't give the title*) have attained wide circulation among laymen in recent years, but they are the books that I regard as of least value and in some respects misleading. My impression is that among more intelligent laymen a book like Professor Mather's 'Science in Search of God' (all right to give the title here) would attain a wide sale, and such a book is all to the good."

These and the other thirty-nine successfully resisted syntheses; I decided to let my article go toothless.

Then, to confuse me more, Paul Hutchinson's breezy paper (read before the Religious Booksellers' Group of the A. B. A. last May) was put on my desk. Its very title was "Why Laymen Do Not Read Religious Books." Editor Hutchinson's reasons seemed to close all argument. Laymen do not read religious books, he said, *first*, because they have been poisoned against all such books by the Sunday-school library they knew as boys; *second*, because they—the laymen—aren't religious enough, and, besides, they don't read many books of any kind; *third*, because religious books have such poor titles; *fourth*, because they are mostly written in an unintelligible jargon; *fifth*, because they are too bulky; and *sixth*, because most of them are "just a lot of warmed-over hash," "deadly uninteresting."

At about this time I had to fall back on that staunch prop of all religion, "the will to believe." I decided to stick to my conviction that laymen really are reading more books of religion than ever before.

What I had hoped to make into a firmly based study of the situation turns out, however, to be simply an elaboration of that conviction. I have been both clergyman and layman, in the ratio, so far as years are concerned, of one to four; and one of my layman years has been spent as apprentice in a publishing house. Other credentials have I none.

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Much of the fog that obscures a clear view of this subject is due to difficulties of definition. What is a "religious" book, anyway? A given book will by some definitions be religious, and by other secular or "trade." Many a great religious book, to my thinking, has found its way in large quantity to the trade simply because the publishers have neither called it religious nor cramped it within a religious book department. After all, religion is a pretty big affair. While there is no unanimity whatever in the stock definitions given by the philosophers, it has mostly to do—as every practitioner of religion knows—with some sort of adjustment to the universe. Any book that orientates the reader to that problem is really a religious book.

Some, like Dr. Joseph Fort Newton, go so far as to call every book religious which "tries to tell us what life means and what it is worth." I, for one, should be glad to see the break-down of the false disjunction between sacred and secular, and, correspondingly, between "religious" and "trade" books. If religious books must be about the Bible, or about doctrines of the Christian religion, or about "piosity" of living, necessarily they will find a limited public. But there are very many people today who know the Bible less than their fathers knew it, are painfully bored with creeds manufactured by theologians, fancy an abundant life quite unlike that urged by "pious" religionists, and yet make up a growing audience for the religious message of the broader, maybe deeper, type.

There is too prevalent an assumption that no *intelligent* man concerns himself with religion. We have to take account, here, of the newer psychology, and particularly of psychoanalysis. I have heard psychiatrists say that the earlier we learn to quit leaning on a heavenly father and stand squarely on our own feet, the better for the human race. I am more hospitable to the opinion of one of the wisest of the psychiatrists, that until we become gods ourselves, we would better get what aid and comfort we can from some God or other. And we are not yet gods, not even demigods. Most human beings feel the need of religion; often it is of their own discovery, and all the better for that; the "consolations of religion" are not for those alone who subscribe to the creeds.

Plenty of signs indicate a recrudescence of interest in religious problems. A great periodical finds that religious articles—it doesn't matter much about what or on what side of the question—increase newsstand sales. Science-religion fracasés are front-page news in the daily papers. Forty-eight out of every hundred undergraduates in colleges and universities are taking some religious course or other. And witness the quantity of religious books pouring from the presses. There were 702 new religious books last year, putting religion next after fiction and juveniles. I can't believe that the publishers print these religious books out of missionary zeal, or that the dealers are stuck with all of them. Somebody must buy them. Ministers' salaries being



what they are, there must be a good many laymen among the buyers.

Many laymen who are interested in religion are not church members. Some of them resent being tagged "religious," for its history has made hateful the very word, religion, and all its theological word-children. They are religious, of course, because they are wondering what life is all about, and are looking for meanings and satisfactions that life in the ordinary doesn't make good. Others frankly admit a religious interest, but cannot stomach the ecclesiastical machines. All of them are trying to come to friendly terms with the administration of the universe.

The laymen within the churches may be divided into "defenders of *status quo*" and "inquirers." The old-time religion is good enough for the "defenders," and they say, for the world. Tell them that it has been tried and found wanting and they will give you the Chesterton retort that it has been found difficult and not tried. What reading they do is confined mostly to devotional books, certainly to books with which they agree. They don't like spiritual gadflies that sting them to think. Of course, there are exceptions, like the minister who said that he thoroughly disagreed with everything an author wrote but had to read him for self-defense.

The "inquirers" within the church are spiritual adventurers. They are not much impressed with rite or dogma just because it is old; they test it for its current value. They are not afraid to ask, "What must the church do to be saved?" Nor to answer, "Translate religious teaching into the vernacular. Make religion come to grips with everyday life. Admit that God still speaks through living prophets."

Less than a year ago I made a survey by personal interview with more than a hundred men, all of whom could be classified as either "inquirers" belonging to churches, or unchurched religionists. I asked each of them this question: "If you could order the publication of religious books for intelligent men, what would you order? What problems would you like to have considered?" Their replies boiled down as follows, with more than sixty per cent concentrating on the first two:

- (1) What kind of God can a man believe, in this scientific day?

- (2) How should a man think of Jesus?
- (3) What is left of the Bible, after criticism has done its worst?
- (4) Is prayer anything more than auto-suggestion?
- (5) Why is Christianity supposed to be superior to other religions? And what right has one religion to wage a campaign of religious imperialism?
- (6) What is the function of the Church in modern society?

Match this list of questions against the religious best sellers of 1928, and you have proof that religious thinking is cutting deeply these days. There is always a place for inspirational books—sermons, poems, biographies. But there is a special call just now for great "orientating" books that shed light without heat on the problems that vex men's souls in an existence daily becoming more complicated.

I may be pardoned for citing a Holt book as an example. "Science in Search of God," by Kirtley F. Mather, was the August (1928) choice of The Religious Book Club. It was well liked by the subscribers; the exchange was only three per cent. One of their other first choices, a better book in many respects, but written in scholarly language about a subject too far away from the hot spots of current interest, had an exchange of more than thirty per cent. Mather dealt with a subject of front-page interest. Men have heard that there is a conflict between science and religion, and that religion was getting the worst of it. Some of them are glad to know that is a conflict only between bad science and equally bad religion. Mather's book could be read in less than three hours, and was written in simple, vivid language without scholarly formulas. Certainly the appeal of a religious book depends as much on the style of writing as on the subject matter.

So I have elaborated my conviction, as I said I would, without bringing to light any facts that are not already well known to the booksellers. Like many others, no doubt, I should be glad to have some facts which are not easily available so that I might arrive at a defensible judgment about lay interest in religious books. For example, The Religious Book Club could help us a lot if it could make public its table of percentages of exchanges, analyzed

to show the books returned by laymen and clergymen. And religious departments in bookstores (such as Scrantom's, George W. Jacobs and Company, and Lycett's, to mention only those described in *Bookselling News* for February), if they do not already have comparative statistics about this question in file, could plan to catch a great deal of information about the relig-

ious books actually being bought by laymen, and put that information at the disposal of the publishers.

Maybe such information would not help much after all. For it would be information about last year's business, or about the year before that. And the publisher has to sense the current shifts of interest, and guess what the layman will read.

## Value Received

### *The Popular Priced Religious Book*

Charles W. Ferguson

*Head of the Religious Department of Doubleday, Doran and  
Author of "The Confusion of Tongues"*

**A**N editor is commonly and rightly regarded as academic if he does not reckon constantly with the tastes and prejudices of local booksellers. The pleasant day is gone, for a while if not forever, when an academic person can decide what the public ought to read, and the function of the editor comes more and more to be that of gauging rather than improving the public taste. Under such an arrangement it is presumed that one who plans books will prowls among bookshops and inform himself at least weekly by this manner and by a sedulous study of profit and loss cards what is selling and what is not. Otherwise, the assumption runs, he will be hopelessly out of touch with reality.

All of this is sound, but it does not go far enough. An editor today who shuns being academic must go leagues beyond the findings even of local booksellers and get in intimate touch with the customers themselves in such blocks and gatherings as his experience will permit. This is true particularly of one who attempts to plan books in a special field. There are in the religious field, for example, certain circumstances and trends which an editor must know and if he but reckons with these properly in his work he need never fear that he is working at cross-purposes with the local bookstore.

It is for this reason that I should like to speak of religious books, at the dollar price level, from the point of view chiefly

of the man who buys them. Dollar religious books are of course not merely religious books that sell for a dollar. Both terms need to be defined. A religious book, for all practical purposes, is a special kind of book designed whether for pastors or church workers and of obvious practical value to such persons either in the daily work of the parish or in the orientation of their thinking. Books on religion (such as Frazer's "The Golden Bough") are not necessarily religious books. However successful various publishers may be from time to time in getting outstanding religious titles read by the great unwashed, the vast bulk of religious books for a long time to come will comprise those used by pastors and teachers in the work of the Church. A dollar religious line should include only those books which over a course of years have demonstrated their serviceableness so conclusively that their issue in a popular priced edition is justified.

Practically every element of psychology which supports the sale of general dollar books may be safely relied upon to operate in the sale of religious books, but there is an additional factor, and that factor is the prevailing indigence of ministers and religious workers. Whether this indigence be real or supposed it has none the less bred a passion for bargains, a desire to make the money spent for books go as far as it conceivably may. Part of this desire roots in the fact that religious books are bought for use and must show returns



either in the class room or in the pulpit. Whatever the cause, in no section is the quest for value received more diligent than it is among those who spend their money for religious books.

When I go into a bookstore on a curiosity tour I watch those who buy and not those who sell. Knowing as I do from experience the hankering of the minister and teacher for something that will go a long way, I can understand their feeling when they pick up a book some publisher has bulked, largely through the unbridled æsthetics of his manufacturing department, into a \$2.50 title. Here is a man who has been trained in a seminary or else schooled in the reading of such classics as "The Training of the Twelve" or "Christianity and the Social Crisis;" he is accustomed by tradition and necessity to read books which have what he calls meat in them. This training, coupled with his limited funds, predisposes him at once to a bargain and makes him the prey of any bookseller who offers him a celebrated book at a popular price.

Now one word about the merchandizing of popular priced books in the local store.

Recently I visited bookstores in ten large cities in as many states. I went into each store simply to see what I could see about the merchandising of religious books. In practically every store I found dollar books, either general or religious, but in no store that I recall did I find energetic or imaginative promotion of the new attractive lines of books into which publishers are putting so much thought. In most cases I found the dollar books among a pile or row of expensive titles or else I would have to inquire from the person in charge where these books could be found. And in one store I found new lines of dollar books displayed with the jobs and remainders. Such a display may appeal to the bargain sense but it leaves an entirely wrong impression of the books. These reprints are carefully selected titles from the books that have sold most widely and persistently and they are manufactured by the publisher as special items. That these books have a great potential market has already been demonstrated. That they justify special display and deserve special handling is evident to anyone who understands the psychology of the man who buys them.

## Religious Books Do Move

William H. Leach

*Editor, Church Management*

NO, I am not going to build any hypothetical argument based on the proposition that all men are religious and, therefore, religious books are going to be the best sellers of the future. The fact that people are instinctively religious is one reason why many so called religious books have never sold. But I am not concerned with that. This article is merely an attempt to point out certain tendencies among religious books, which, I feel, must be evident to every one closely affiliated with the field.

1. Sectionalism among religious books is passing. I refer to the old sectionalism based on geographic and denominational lines. There was a time when denominational publishing houses guarded care-

fully the literature which went to the people of their faith. And the Southland was supposed to be the Mecca for conservative theology. The book salesman had his list for the south and his list for the north.

There is nothing to my mind which is more significant than the free distribution at present among all denominations and all sections. For the first time a religious writer has a nation-wide constituency. *Church Management* has a department each month which lists the best selling books in many religious stores. Nothing is more significant than this free circulation of ideas. "Beliefs That Matter" by William Adams Brown, a New York liberal, is a best seller in Nashville, Ten-

nessee, "Victor and Victim" by Oliver, a book on psychoanalysis, is a best seller in the Lutheran store at Philadelphia. Denominationalism doesn't seem to make a bit of difference in sales. E. Stanley Jones, Methodist, produced "The Christ of the Indian Road" which literally swept all the religious stores—Methodist, Baptist, Presbyterian and others.

2. There is a trend, which cannot be mistaken, toward books dealing with worship and worship problems. Contrary to the general impression ministers have not been great readers of devotional books. They have got prayer meeting talks from such books but have enjoyed, in their own reading, volumes of more logical import.

But there is a new revival of interest in worship and worship problems. The selection by the Religious Book Club of "Methods of Private Religious Living" is an indication of this interest. This new book also is selling heavily in all of the religious bookstores. It would have had small sale ten years ago. People were not thinking along that line. It is devoted almost entirely to the processes of private devotions for real living.

Another evidence of this is the large number of devotional manuals that are coming from the press. People are seeking meditations and prayers which meet their need in daily life. Such books have always been stressed during the weeks of Lent. But my feeling is that the movement is greater than the seasonal appeal. Devotional literature may not yet have achieved its possibilities, but it is safe to

say that it is going to play an important part in the religious literature of the future.

3. Laymen are buying more religious books. And they are buying books with depth and meaning. Very few religious writers are qualified to write for lay consumption. But here and there they are breaking through. I have seen many criticisms of Bruce Barton's books. And, as a critic of religious literature, I know that many of them are just. But I wish that religious writers would try and achieve his style. He knows the parlance of the business man, and his books on religion are readable, not written in a foreign idiom.

Dr. Fosdick also appeals to the lay reader. His language is for the man of culture rather than the man of the street and desk. Bishop Fiske is on the border line. He almost breaks through, but not quite. If I were a book dealer I would carefully examine every list of newly published books to find the next religious title which is going to get across to lay readers, for such books are going to be published and they are going to sell.

Bookstores generally ought to capitalize these new tendencies. Many of our bookstores have been working on a proposition laid down when their managers were children, "Religious Books Do Not Sell." It would be just as true to say, "Scientific books do not sell." There is an everyday market for religious books, as there is for any other classification, when they are written for popular consumption.

And the day when this is recognized is close at hand.

## "Books for the Rector"

*A New Item for the Parish Budget*

Percy Sylvester Malone

*Reprinted with permission from "The Churchman"*

EVER since I have known him well, the rector of St. Vitus's-in-the-Vale has wished that I might assist him by serving on his vestry; but until last month none of the members died, moved away, or resigned. But when the venerable senior warden was gathered to his fathers after

fifty years of conscientious service, a vacancy occurred, and I was elected.

And it has been great fun. The other members are greatly shocked and annoyed at all the matters which I introduce which seem to them utterly irrelevant, and the like of which, they assure me, have never



before been discussed at vestry meetings anywhere in the American Church. The vestryman is apparently, in their opinion, a non-church-going manager of a business corporation, who must not display any interest in anything but the material support of the parish. I wanted to discuss religious education, the use of the common cup at the Holy Communion and certain changes in the order of the service which have proved successful elsewhere, but the other members tried their best to hush me up as if I had violated a principle of public decency.

And the treasurer and the budget committee certainly went "up in the air" when I suggested that fifty dollars be included as an annual charge for "books for the rector." They were most of them perfectly satisfied with the rector's sermons, and those who were not felt that it would be an indelicacy to suggest that he could not afford to buy all the books that he needed. All of them agreed that such a charge had no place at all upon a parish budget. Books for the rector, indeed! The next request will be chewing-tobacco for the sexton, said our new senior warden.

But I finally convinced the committee that I was perfectly serious, and brought them to my way of thinking, though their report has not been presented to the vestry. Last summer the rector and I went on a week's fishing trip, and we became more intimate and confidential than we had ever been before. Therefore, when he expressed his fear that his preaching was losing some of its original zest and originality, I frankly confessed to him that I thought he was right, though I assured him that I had never heard anyone else complain. For it may well be that since I have had to edit "Gargoyles" for *The Churchman* I have read more in the theological and ecclesiastical field than the average layman. Perhaps I am far more critical than the others, "But," I said, "if I may inflict the faithful wound of a friend, I should say that you are not reading as much as when you first came here. Don't you remember that time

when I asked you about the new German theory of the "Form-gesichte," and you discovered that I knew more about it than you did? And don't you remember how embarrassed you were at the Lenten Forum when the principal of the high school wanted your opinion on some matter of dispute between Freud and Adler, and you had to confess that you hadn't read any of their works? It was very ill-mannered of your sophomore daughter to laugh at your ignorance of Pavlov and his "conditioned reflexes," and to ridicule you before that company of shameless hussies she brought out to camp with her because you hadn't read some of the novels that everyone is talking about. But, after all, apparently you are not keeping up-to-date as you were at the beginning of your ministry here."

And then my good rector reminded me that a clergyman who has a family to support and educate has little money left for the books which today are so expensive. He may buy a few of them, and some he may get from the library; but few clerical incomes permit the purchase of all the books which an educated mind really needs. Hence my suggestion to the budget committee, which the rector received most gratefully. If the vestry adopts it the treasurer will open an account with a leading bookseller, and pay him fifty dollars a year to cover such purchases as the rector may wish to make. If we hand him the cash he is likely to loan it to some impecunious college student, or to conclude that his wife needs a new coat more than he needs books.

If your rector's sermons are not as helpful and stimulating as they should be, it may, of course, be a case of congenital stupidity. But it may also be a case of intellectual malnutrition. You are willing to appropriate a proper sum for heat and light in the church for your own comfort. I suggest that you make an appropriation, for purely selfish reasons, for heat and light in the pulpit. Every vestry could discover items on its budget whose value is far more doubtful than "Books for the Rector."

*This plan for more books for the rector was one brought before the A. B. A. Convention last May by Mr. Murray. Booksellers who wish further details about the plan should write to Ellis W. Meyers of the A. B. A. about it.*

# THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

February 16, 1929

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Books for the Minister

THE proposal that coordinated effort be made to get more books into the hands of the minister has sound worth, and through some mechanism or other this should be worked out.

W. H. Murray of Macmillan's has proposed that Boards of Trustees of different churches should effect a credit of \$50.00 for the minister for books, these to be books of his own selection, bought at some convenient place where he is used to trading. Churches that pass this vote for \$50 of new current reading matter according to the minister's best idea, would give him new inspiration for his pulpit utterances and new contact with the world of thought about him.

Percy Sylvester Malone has written very eloquently about this plan in a recent issue of the *Churchman*. His article is reprinted in this issue by permission. The Reverend George L. Parker of Toledo, Ohio, in a letter to the *New York Times* last week, also made an eloquent plea for sermons based on books and books for the minister. One paragraph from a long letter reads:

"There is no higher duty incumbent on the ministry today than that of using the time their people give to them for the purpose of studying and digesting some of the

best new books, and then giving the results to their busy people who often have no time to read for themselves. Church people are hungry to share the thought-life of their times, and if they were allowed and invited to do so by the ministers the churches would not today be so much berated for being out of touch with our modern life. One of the greatest opportunities of the present-day Church and pulpit is to be a spiritual university extension course for men and women who have not been to college and for college men and women, too, who are laden with duties that rob them of the time to read. Of course no sane preacher will allow book-sermons to be the only fare he gives his hearers. But to follow John Milton's definition, "A good book is the life-blood of a master spirit," and to refresh the people with draughts from these sources is surely a ministry to souls much needed."

## Two Large Church Bodies May Join Forces

"SIX MILLION Methodists and Presbyterians may unite to form the super-denomination of American Protestantism as a result of the plans adopted by representatives of the Methodist Episcopal Church of America and the Presbyterian Church in the United States at Pittsburgh on January 30. The notion of union between such denominations seems so obvious and natural that it is surprising the consummation has been so long delayed," comments the *Nation* in its February 13 issue. "Probably the average Methodist or Presbyterian does not even know the theological differences between Calvin and Wesley, which originally brought division between the sects, let alone taking such differences seriously. The new union would greatly increase the efficiency of the two churches by eliminating denominational competition and unnecessary overhead, but it would not include the Methodist and Presbyterian churches of the South, where denominational bitterness is most prevalent. Meanwhile the Congregational and Christian churches, numbering more than a million members, are contemplating union under a plan which will be presented to the National Council of Congregational Churches next May."



## Censorship Discussion Before Massachusetts Legislature

**T**HE bill to revise the Massachusetts statutes on book censorship, known as the Massachusetts Library Club Bill, was discussed at a hearing at the Massachusetts State House on February 6. The proponents of the bill were many and the only opponent was the Rev. Dr. Raymond Calkins, president of the New England Watch and Ward Society.

The case for the booksellers was presented by Richard F. Fuller, president of Old Corner Book Store, who submitted as part of his argument a list of books which had been suppressed. "When a bookseller gets a notice to bar a certain book," said Mr. Fuller, "he knows that if he doesn't, he will be haled into court and in ninety-nine cases out of a hundred will be convicted. Under the proposed law it would be just as easy to obtain a conviction when a book is obscene as it is under the present law."

Charles F. Weed, vice-president of the First National Bank of Boston, told the committee that one of the books banned in Boston was a book on a list for reading in a major English course in Harvard taken by his son and he himself had found it as fine and wholesome a book as he had ever read.

Edward F. Weeks, Jr., director of Atlantic Monthly book publishing, spoke for the bill, also Professor Robert E. Rogers, of the English department of the Massachusetts Institute of Technology and editor of *Creative Reading*.

The presentation of the case by the Massachusetts Library Club was in charge of its president, Galen W. Hill, of the Quincy Library, assisted by Henry L. Burnham, attorney. Mr. Burnham declared that the present law was "loaded" in favor of suppression and so discriminating that it prohibits a number of things it was never intended to prohibit, while it does not give the bookseller a reasonable chance of defence.

Frank H. Chase, Reference Librarian of the Boston Public Library, said that new methods should be made for a new age, that the present law is forty years old. During the present day the varnish is off language. The present law continuing the

presence of varnish would kill the vigorous writing of literature so common today.

Hiller C. Wellman, librarian of Springfield, said that Massachusetts was the laughing stock of the English speaking world, and that it certainly deserved to be under this law. The Massachusetts Library Club is as deeply interested in the reading of the youth as any one in the State. They would not think of letting down the bars that would allow an injection of really obscene books.

Other librarians who spoke were: R. L. Walkeley, Librarian of Tufts College; Gardner M. Jones, Salem Public Library; Lesley T. Little, Waltham Public Library.

## Slight Chance Now for Copyright Change

**T**HERE are four bills before Congress—the bill for the complete revision of copyright code; the so-called short cut bill; the bill for copyright, and bill for mechanical music copyright.

The latter seems to be the only one which has a chance in this short session of Congress. This bill numbered H.R. 13452 would repeal the provision of 1909 which fixed the rate of two cents for each record of a copyrighted musical work produced after its publication in printed form and provided for a compulsory license system by which all manufacturers might use this work on this basis. Such provision as now enacted is such a radical price fixing method that it has been continually protested against by the American Society of Authors, Composers and Publishers. Gene Buck, president of that society, last week appeared before the congressional committee urging the passage of the revision which, while not completely abolishing the system, would give the composer the right to bargain for his first contract and not fix his remuneration at two cents.

This bill came to the floor of the House on February 4 but had to be passed over because of the objection by one of the members of the committee. It was the intimation given from the floor of the House that the complications were being ironed out, and it was hoped that the bill in a few days would be in such shape that an affirmative vote might be secured.

## The "Sixty Day Offer"

### *Government Condemns Bad Practice*

**T**HE Federal Trade Commission has just succeeded in negotiating an agreement with a manufacturer to "cease and desist" from selling goods by means of a "sixty day offer" and a "special introductory offer" which offers are not, in fact, bona fide.

The principle is the same whether the merchandise be books as it has been frequently, or, as in this case, an electrical instrument. This manufacturer advertised by circulars, printed matter and in other ways, that he would sell his electrical device at a "special introductory offer" and a "sixty day offer" at a certain price, also including "free" an additional part of his device.

The Federal Trade Commission found that the price was the regular price, and remained in force at all times, regardless of the "sixty days" or the "special introductory offer" and was therefore "false and misleading advertising" within the meaning of the law. It further found that the object given "free" was not, in fact, "free" at all, but its price was included in the advertised price.

The manufacturer had the option of agreeing with the Federal Trade Commission to "cease and desist" after admitting the facts, or of facing legal consequences. He chose to agree to "cease and desist" and his "stipulation" as the law calls it, concludes with the agreement if he ever again indulges in the practices questioned, his admittance of the facts may be used as evidence against him.

It is the practice of certain direct mail publishers at times to make "special offers" and "limited introductory offers" often made contingent upon time in such language as "this offer good as long as the book lasts." If, in fact, there is a certain limited number of books which the publisher or agent desires to sell at a "special price" and that price is genuinely less than the usual, regular retail price, and if, when that lot of books is disposed of, no others are printed especially to be sold by this method, then the Federal Trade Commission would find no "false and misleading advertising" in the "special offer."

But if, as has happened, the publisher or agent, finding the "special introductory offer" moves books rapidly, reprints them to continue selling them by this "special offer" then the Federal Trade Commission undoubtedly would find that the practice was illegal.

The case in question fixes a precedent for practice; no one, no matter what the merchandise he sells, can legally dispose of it with a time limit offer or a special price offer unless that time limit and special offer is genuine, real, bona fide, and not a mere selling scheme to persuade the public that it is obtaining goods at a bargain when goods are sold at the usual price.

## Is America Interested In Science?

**S**ELDOME has there been such interesting testimony to the public interest in science, whether abstract or applied, as that which developed when word came from Germany that Professor Albert Einstein had promulgated a new space concept. Newspaper editors wanted full accounts and a hundred reporters were clamoring in Germany for the release; the full text of the theory was cabled, and a facsimile of the first page of the printed pamphlet was sent by wireless.

Professor Einstein states that the formula he is working out cannot be easily explained even to scientists, and it is certain that the general public will have the greatest difficulty in getting the vaguest notion of his concepts which he calls a New Field Theory.

But the public is genuinely interested in the changing theories about our universe and knows that abstract theories soon affect popular science and our whole way of thinking.

## American Books in Budapest Library

**E**ARLY in January the University of Budapest installed a special "American section" in its library, the nucleus of the section being twelve hundred volumes about America and things American recently presented to the university by the Carnegie Foundation.



## A Street of Veteran Religious Book Publishers

EARLY in January the New York newspapers carried news items to the effect that the block bounded by West Broadway and Church, Vesey and Barclay Streets was about to be purchased by the city as the site for a new Federal Building and downtown branch postoffice. The Barclay Street side of this block has long been occupied largely by religious publishing and supply houses, and the announcement of the intended sale of the block (although at the present time another plot is still under consideration) brings to mind the place so long held by Barclay Street in the minds of the religious book-dealers and buyers. Publishers of Barclay Street almost invariably in their travels are met with the statement, "Oh, you're from Barclay Street." In its own particular field Barclay is as prominent and full of meaning as another famous thoroughfare in the same region, Wall Street, is in the financial world. Someone has phrased the peculiar character of this street of religious publications in this fashion, "Barclay Street is redolent of incense." The friends of Barclay Street who have accrued to it through the activities of its several publishing houses and many shops selling devotional articles are always to be seen attentively examining the items displayed in the many shop windows and in the retail departments of the publishers' houses.

One of the pioneer Catholic supply houses of Barclay Street was Turgis and Company. The firm did no publishing, but indicated the trend the street was to take by selling principally pictures and devotional articles.

Sixty-four years ago, in 1865, F. Pustet and Company, came to Barclay Street as a branch of one of the largest religious publishing houses in Germany, a house which bore the same name. The parent Company in Germany is now one hundred and two years old. The business established in New York as a branch has long since become an independent Company,

and sends forth its liturgical publications from No. 52 Barclay Street.

A few doors down the street toward West Broadway, at No. 36, is the establishment of one of the now very prominent Catholic publishing houses, Benziger Brothers. For about seventy-five years they have been building up a business which now includes general church goods and a very large list of educational and Catholic books. Benziger Brothers, like Pustet, was originally founded in this country as a branch of a European house, started in Switzerland in 1792. The now independent American business had its original location in New York on Broadway, and moved to Barclay Street in the 1870's.

By the time Benziger Brothers moved to Barclay Street, the region was already well established as the Catholic publishing center. One of the firms which had been publishing there for nearly a score of years was D. and J. Sadlier and Company. The history of this company, begun in the 1850's, was ended in 1912, when the company finally went out of business.

Another firm now out of business, but which at one time occupied a position of some prominence in the street, was the Catholic Publication Society, whose purpose was to issue useful Catholic books. Founded in 1885, it suspended operations ten years later, in 1895.

One of the firms which has experienced a long history and a steady growth is P. J. Kenedy and Sons, now located for many years at 44 Barclay. The Kenedy establishment originated at Baltimore in 1826. Ten years after its foundation it moved to New York, and took up quarters on Division Street; Centre Street, and Mott Street were later locations of the firm. For fifty-six years, however, it has had its business on Barclay Street, moving there in 1873. The long record of P. J. Kenedy and Sons also helps to make the quiet street a thoroughfare lined by veteran religious book publishers and sellers of devotional goods.

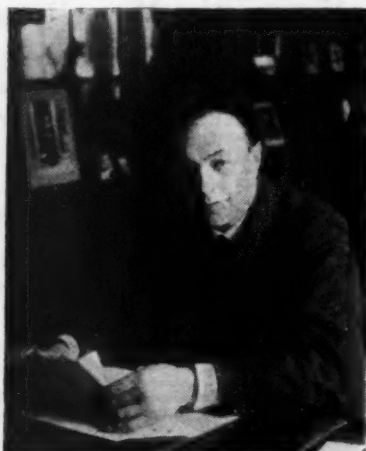
## In the Bookmarket

A NEW book by the Vicar of St. Martin's-in-the-Fields, H. R. L. Sheppard will be published immediately by *Longmans, Green*. Dr. Sheppard is one of the most popular churchmen in England and has become known to thousands through his church and through his broadcast sermons from the B. B. C. His last book, "The Impatience of a Parson" which was published by the *Muns-son Book Company* of Toronto, was selected by the Religious Book Club as one of its selections. His new book, "Fiery Grains," is a collection of thoughts and sayings which he has gathered with the collaboration of Howard Percival Marshall. ❀ ❀ ❀

The Religious Book Club selection for this month is "John Wesley" by Arnold Lunn. The *Dial Press* has published the book. Mr. Lunn is the author of "The Harrovians," a novel dealing with life at Harrow that made a sensation in England a few years ago, and "Some Roman Converts." Dr. S. Parkes Cadman has written an introduction for "John Wesley." ❀ ❀ ❀ The Religious Book Club now includes in its Bulletin a list of books not strictly "religious" in the ordinary sense, that subscribers may receive as optional volumes or in addition to the Judges' selection. This list includes "Old Pybus," "John Brown's Body," "The Heart of Burroughs's Journals," "The Art of Thinking," "The Story of Oriental Philosophy," and Beard's "Whither Mankind." ❀ ❀ ❀

The *Pilgrim Press* has published Karl Barth's "Das Wort Gottes und die Theologie" in an English translation, made by Douglas Horton, under the title, "The Word of God and the Word of Man." Barth is considered the foremost religious thinker of today by many who feel he has done more to revolutionize religious thinking on the Continent than any individual

since the reformation. Count Keyserling has said that Barth "saved Protestantism in Germany." ❀ ❀ ❀ Henry H. Meyer is the author of "Child Nature and Nurture, According to Nicholas Ludwig von Zinzendorf." The book is a valuable contribution to the history of religious education in which the author reveals the surprising modernity of the educational theory and practice of the founder of the modern Moravian Church. The *Abingdon Press* publishes the book. ❀ ❀ ❀



H. R. L. Sheppard

*Macmillan* has just published Volume 1, "Devout Humanism," of "A Literary History of Religious Thought in France" by Henri Bremond. The history is subtitled "From the wars of religion down to our

own times." The volume was published in France in 1916 by *Bloud et Gay* and has been translated into English by K. L. Montgomery. ❀ ❀ ❀

A new book by Dhan Gopal Mukerji was published yesterday by *Dutton*. It is "Devotional Passages from the Hindu Bible." Mr. Mukerji is the author of "Caste and Outcaste," "Gay-Neck," "A Son of Mother India Answers" and other books. He brings the Upanishads, to quote him, "in fanciful garb for the American Reader." ❀ ❀ ❀ Continuing the discussion of Mother India's situation, Jogesh-chandra Ghosha has written "The Daughter of Hindustan, or the Hindu Woman of India" which *Leu Brothers & Co.*, 15 College Square, Calcutta, have published. *Baker & Taylor* are the American agents for the book. ❀ ❀ ❀

David Smith, "the Matthew Henry of Today," has completed his "Commentary on the Four Gospels" and *Doubleday, Doran* have published the work in three volumes. Professor Smith is the author of the famous study of Jesus, "The Days of His Flesh." ❀ ❀ ❀ *P. J. Kenedy* is publishing "Father Scott's Radio Talks." The



talks were given over the Paulist Radio Station, WLWL, in 1927 and 1928, and since the talks were limited to 15 minutes, each chapter takes up only about nine pages in the book. ❀ ❀ ❀ Robert Keable, author of "Simon Called Peter" and other novels, has a new book on the *Little, Brown* list. It is "The Great Galilean" and was finished in Tahiti, where Mr. Keable was living, just before he died in 1927. He aims to lead the common man to see the difference between the historic and the traditional Christ, to exalt the Gospel of the historic Christ and to save, for the purposes of worship, the figure of the tradi-

tional Christ, about which so much beauty is gathered. ❀ ❀ ❀

In the February 2nd *Publishers' Weekly* we tried to put Maurice Inman in the retail as well as the wholesale business. This was a mistake since his specialty is supplying fine bindings and special limited editions to dealers only. ❀ ❀ ❀

Edward F. Allen, formerly Pacific Coast representative of Longmans, Green; Payson & Clarke and other firms, has recently become promotion manager of the San Francisco *Argonaut* and will handle the book advertising of that Pacific Coast literary weekly.

## In and Out of the Corner Office

ON Wednesday afternoon, February the sixth, it was announced at the Harper Boys' and Girls' Bookshop, that in the contest for a girls' book, to be published serially in the *American Girl* and in book form by Harper and Brothers, the winner of the \$2,000 prize was Walter S. Ball, for a story of Italian-American life, "Carmella Commands."

Mr. Ball tells us that "Carmella Commands" had its beginnings years ago in a railroad station in Illinois, where a twelve-year old Italian girl was handling the entire transaction of buying transportation to a distant point for her parents and the younger children. The parents spoke only Italian and she was sole interpreter, paying the ticket agent in bills which her father handed her from a large roll. The idea took root that here was a problem in American life which had had very little attention, that language was at the basis of the whole question of Americanization. An intensive study of the "Little Italy" section of Providence, where the author is Sunday editor of the *Providence Journal*, carried out the soundness of the theory and "Carmella Commands" was the outcome.

The manuscript was originally submitted as an adult book, but the appeal, though much more mature than the conventional juvenile, seemed stronger for young people, and eventually Mr. Ball was persuaded to submit the manuscript in

slightly revised form in the *American Girl*-Harper Bros.' Book Contest. He laughingly told of the reaction of his young daughter, who had read portions of the story as it was written, "I knew more about it than you did, daddy, I knew it was meant for us!" which is high praise.

Mr. Ball is a Vermonter, a graduate of Amherst, and has been in newspaper work ever since his graduation. In fact his newspaper aspirations date back to an early age, for he tells of writing his history lessons in the form of a daily paper, and of publishing his first newspaper at the age of eleven years.



Walter S. Ball

All who have read the manuscript feel that a very new note has been struck in this story; that here is presented for young people an essentially younger generation problem in our national life, the vital part played by the children of immigrants in

molding the method by which their parents are absorbed into the stream of national development.

Kathleen Norris, who was one of the judges, commenting on the manuscript, said, "'Carmella Commands' does indicate a personality in the heroine. The little tricks of glance or speech, words or habit, that *make* such favorite stories as Pollyanna, Mrs. Wiggs, Rebecca, are entirely unsuspected by them. Carmella has these; one feels the ambition and courage of the little Ghetto 'wop,' and is in sympathy with her. Also the story is full of fine touches,—as that explanation, new to me, of the oldest child's office of interpreter. This remains a most readable and amusing book." ❀ ❀ ❀

Meiric Dutton has come back from a year of contact with European printing houses to take up lecturing on the craft of printing at the Carnegie Institute of Technology, Pittsburgh. Mr. Dutton was at one time connected with Holliston Mills, and while there wrote a book, "Historical Sketch of Bookbinding as an Art." He also had charge of the printing at the University of Ohio and is known in the field of typographical research. He has the personality and character to make a notable teacher and leader and his appearance at Carnegie, where Porter Garnett is already at work with the Laboratory press, is an important step in training of a new generation of American printers. ❀ ❀ ❀

Vachel Lindsay, who has been on a country-wide tour for the last few months, was with us over the week end, so we heard much about his new plans. "Johnny Appleseed and Other Poems," is just ready for the *Macmillan Children's Classics*, and is to be followed this year by a collection of his poems in the *Macmillan Pocket Classics* for text-book use, and in the fall by a collection of new poems.

As a happy coincidence with his visit here, the Three Owls in the *Herald Tribune* gave the whole page to the subject of Johnny Appleseed and Mr. Lindsay's part in giving that hero a new appreciation in this country.

Mr. Lindsay the week before had been in Fort Wayne to open the Fort Wayne Month of Literature, and found the city quite conscious of the fact that it was the principal shrine of Johnny Appleseed, as it

was in Fort Wayne that he spent his last years and was buried. ❀ ❀ ❀

Francis Meynell, of the Nonesuch Press, had allowed himself only two weeks for his American visit but apparently made good use of his time, as he found an opportunity to make many contacts and everywhere left the impression of the man who had brought to the publishing field the idealism of scholarship and a practical knowledge of fine printing.

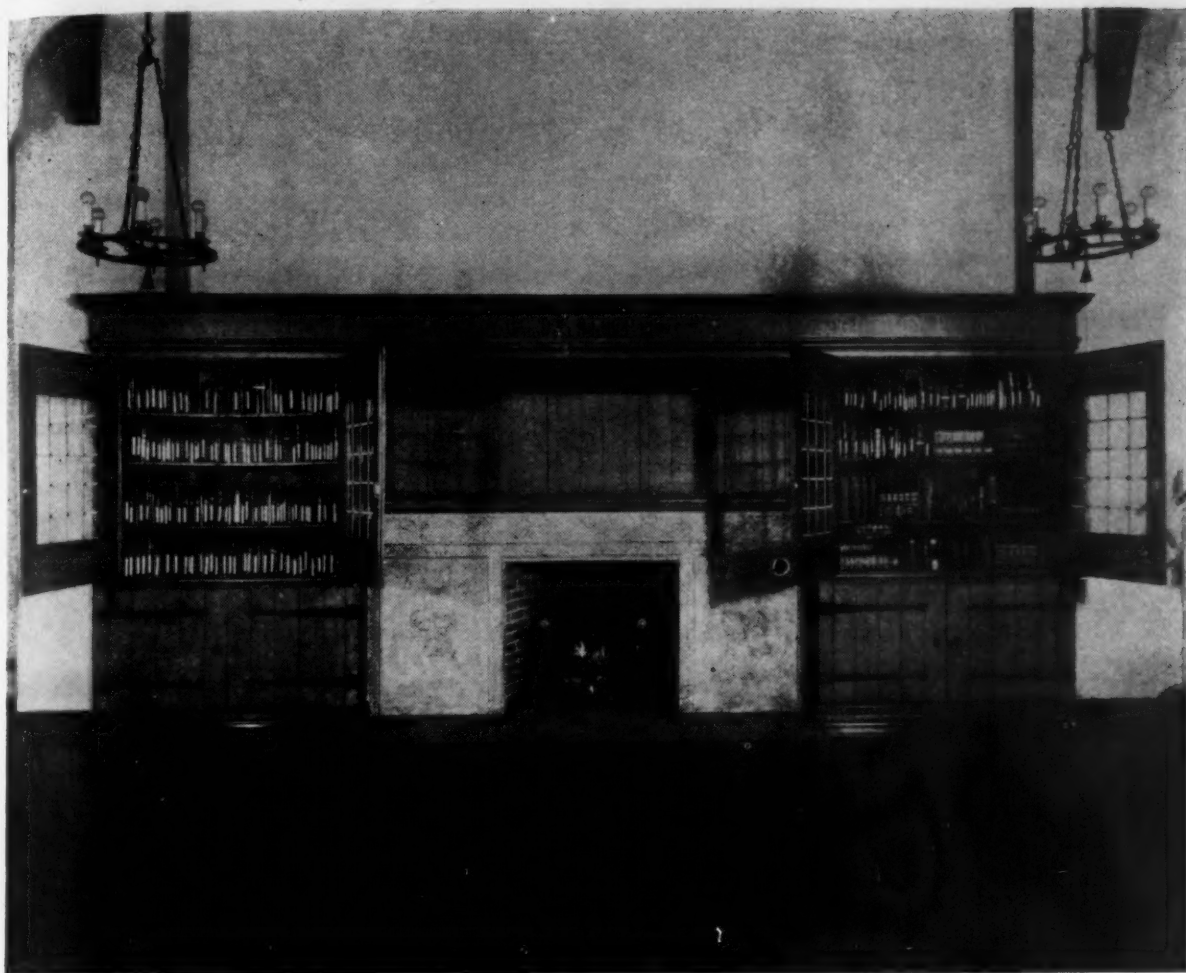
Beginning only six years ago he has quickly established an important reputation for his books and practically every issue is now oversubscribed before it is off the press. American collectors have been particularly appreciative and distribution here has been increased by the Random House, acting as agents.

His new Shakespeare is well under way. Mr. Meynell says that while it was originally planned for twenty volumes, he has changed to a seven volume set, realizing that the modern bookcase would be better able to accommodate the compact edition. To get just the right paper for the purpose, Dutch manufacturers experimented again and again until they found an opaque paper of just the right color and of perfect opacity. The type selected is Baskerville and because the capital letters were so long, the Lanston Monotype Company, of London, have worked out a special low capital suitable for the text page—a perfect type for the edition which Mr. Meynell has in mind. ❀ ❀ ❀

J. Holroyd-Reece, who has organized that most ambitious of special presses, The Pegassus Press, is to make a March visit to America for conferences with the American representatives of the Press, Harcourt, Brace & Co. ❀ ❀ ❀

Lyman V. McMaster has recently joined the advertising staff of the *Saturday Review of Literature*. Mr. McMaster has been associated with the book business in various other capacities. During 1925 and 1926 he was in the sales department of L. C. Page & Company. His territory included the South, Middle West and East. In 1927 he was in the sales department of Ives Washburn, Inc., with the Chicago territory as well as New York and the East. During 1928 he was connected with Wheeler & Wilder, Inc., advertising representatives.





*Bibles in 384 languages on display in the Assembly Room of the New York Bible House. In the bookcase at the left there are 313 books in 313 languages which are spoken today in Asia, Africa and the Islands of the Sea. At the right are books in 71 languages circulated by the New York Bible Society*

## Including the Singhalese

FOR one hundred and nineteen years the New York Bible Society has been issuing annual reports of its Bible publishing and distributing activities, which are confined principally to New York City, immigrants, and sailors. The report just issued for 1928 shows that during that year 965,671 volumes of the Bible, Testaments, and parts of the Bible were distributed by the Society. It is interesting to note in the summary of the Society's activities since 1809, the year of its foundation, that over eight million Bibles were distributed in the hundred and ten years from 1809 to 1919, but about six and one half million have already been distributed in the period 1920-1928.

The Bible, and portions of it, printed in seventy-one languages have been distributed by the Society. The seventy-one languages include the Albanian and the Zulu, and some of the most unusual on the language list are: Chinese, Ibanag, Ruk, Tagalog, and Singhalese.

The President of the Society is John C. West, and the able General Secretary, Rev. George W. Carter. The offices of the Society are in their own handsome building located at 5 East Forty-eighth Street in the center of New York.

The picture reproduced above gives a graphic hint of the splendid headquarters in this building and the extent of the Bible Society's work in New York City.



*Ready for Virginia Roads, Charles R. Brockmann and George W. Stewart photographed near the White House*

## A Leaf from the Diary of the Bookmobile

Charles R. Brockmann

**R**ICHMOND, Virginia, January 23, 1929.—Up at seven, as usual, and while dressing wondered if the day's visitors would equal the impressive list of yesterday which included His Excellency the Governor of Virginia, Judge John J. Parker of the Circuit Court of Appeals, Mr. McIlwaine of the Virginia State Library and many others.

First visit at 9:15 to John Marshall High School, described by Mr. Harwood, the Principal, as the abiding place of nearly 3000 students. Visiting delegation headed by Miss M. S. Dew, Librarian, F. F. V., the meaning of which George quickly caught after being introduced to the charming lady. Jane Moss, Assistant Librarian, and quite a group from this large and interesting school, visited us and announced, with pride, that very shortly their appropriation would be increased sufficiently to use more of our tools upon which they, like yesterday's visitor from the Theological Seminary, looked "with covetous eyes."

Thence to the Medical College of Virginia, a part of the University of Virginia at Charlottesville. Dr. Miller and Miss McRae thought that owing to the highly specialized nature of their Library that we would have nothing of interest to them, but from the memorandum we made for them, we feel sure that the State department for the handling of such matters will shortly receive a requisition for one of the latest devices displayed on the Bookmobile.

Before lunch we paid hasty visits to Miss O'Neill, whose real name is Elizabeth but better known to the boys on the road as "Peggie," capable manager of the Book Department of Miller & Rhoad's, the state's largest department store; also Mr. English of the Bell Book & Stationery Company, who has been selling books for sixty-three years but who looks to be only fifty-eight at the outside. His collection of book catalogs and reference books is one of the most complete in the country, and our only regret was that we had not the time to insist





*At one point Virginia roads proved too much for the big blue bus and mules came to the rescue with man power about 20 strong at the wheels*

upon his remaining to relate some of the interesting experiences we are sure he has had. We tried to visit the Yellow Lantern Circulating Library but there were so many customers we couldn't get in.

Lunch in the beautiful dining room of Miller & Rhoads and thence to Richmond University, about ten miles out. Hadn't ever heard much about this institution and so was amazed at the beautiful library. Miss Throckmorton, librarian, and her assistants took copious notes, which is a very good indication, we have found, of the Library instinct and certainly the atmosphere around the place denotes the presence of a real librarian at the helm.

Bought seventeen gallons of gas nearby and filled the gasoline pump light, realizing that we would need it before morning.

If Carolyn V. McKee, Librarian of Richmond Normal School, could have heard our conversation after our visit to her, she certainly wouldn't have thought less of herself. This is a city-supported institution, occupying a very large and handsome building. It is a training school for teachers and includes a large practice-school. They have a nicely arranged library conveniently located and as before indicated, it is in perfectly capable hands.

Coming back into Richmond we made another attempt to get in the Yellow Lantern

Circulating Library, and still found more customers per square foot than we have seen anywhere on the trip. After some fifteen or twenty minutes, Miss Burrit finally tore herself away and, much to her surprise, found that we had other things that she could use to advantage beside *Books of the Month*, *What to Read in Books*, and that God-send, the *Publishers' Weekly*, all of which she now uses systematically.

Then came, while parked at the same spot on Broad Street, Mr. Turner of the Methodist Book Store, one of the largest and finest bookstores in the South. It must be, for the reference books he requested us to send him are such as are seldom found in the libraries of booksellers. The day's outside work closed with a visit to Levy's Book Store, a wide-awake establishment on the busiest block of the main thoroughfare that, in view of the enthusiasm and ability of the management, we intend to watch with interest.

Six-thirty, back at the hotel. Ate a chicken sandwich and cup of coffee at four to keep us going—so not very hungry. Waiter suggested broiled squab. So it was. Seven-thirty to ten-thirty—putting it all down on paper, making up next week's route, letter to the home folks, put in another call for seven a. m. and so to bed.

# Bookmobile Route for Last Half of February

*Monday, February 18*—Blowing Rock, Lenoir and Boone,\* N. C.

*Tuesday, February 19*—Glen Alpin, Marion, Black Mountain, Blue Ridge, Swannoa, Biltmore and Morganton,\* N. C.

*Wednesday, February 20*—Hendersonville, Rutherfordton, Forest City, Ellenboro and Asheville,\* N. C.

*Thursday, February 21*—Kings Mountain, Bessemer City, Gastonia, Belmont, Mt. Holly and Shelby,\* N. C.

*Friday, February 22*—Charlotte,\* N. C.

*Saturday, February 23*—Concord, Kannapolis, Landis, China Grove and Charlotte,\* N. C.

*Sunday, February 24*—Charlotte,\* N. C.

*Monday, February 25*—Lexington, Thomasville, High Point and Greensboro,\* N. C.

*Tuesday, February 26*—Guilford College, Winston-Salem, Oak Ridge, Reissville and Greensboro,\* N. C.

*Wednesday, February 27*—Gibonsville, Elon College, Burlington, Graham, Hillsboro and Greensboro,\* N. C.

*Thursday, February 28*—Chapel Hill,\* N. C.

\* Indicates night headquarters.

## January Best Sellers

THERE are five new books of fiction on the list of best sellers compiled by *Books of the Month* for January. The top one is "Peder Victorious" by O. E. Rølvaag, whose "Giants in the Earth," his first novel, was so popular last year, although it never reached the place which "Peder Victorious" has taken immediately upon publication. This new novel is concerned with a younger generation of the family described in "Giants in the Earth." A Book-of-the-Month Club selection is second. "The Case of Sergeant Grischa" by Arnold Zweig is a very highly praised story of the war along the eastern front. At fifth place is "Joseph and His Brethren" by H. W. Freeman, the January Book-of-the-Month Club choice, a first novel by a young Englishman, which was brought over to this side of the Atlantic,

highly recommended. Eighth on the list is "Point Counter Point," Aldous Huxley's novel of decadent London society, which has been out for some months, steadily climbing toward the Best Seller List. It was a Literary Guild selection. Next comes a novel translated from the French of Alain Fournier, "The Wanderer," the story of a schoolboy's love which influenced his entire life.

"Accident" by Arnold Bennett, which has only been out a short time, had very promising sales last month, and "The Well of Loneliness," that suppressed novel by Radclyffe Hall, had a good rating as far as sales were concerned. A book that has been out for some time, but which has had particularly good sales in the west, the locale of the story, is "A Lantern in Her Hand" by Bess Streeter Aldrich. "The



Snake Pit," by Sigrid Undset, the recent Nobel Prize winner, also had good sales.

By far the best-selling book, among fiction or non-fiction, was "Elizabeth and Essex" by Lytton Strachey. "John Brown's Body" still holds second place, and "Whither Mankind" has gone up to third place among non-fiction. Fourth is a new title, "The Magic Island," W. B. Seabrook's account of his experiences with voodoo in Haiti, which is also a Literary Guild book. "Rasputin," which did not make the first ten the previous month, staged a come-back to fifth place in January. "The Buck in the Snow" retains sixth place. At seven, eight and nine are titles new to the list. The publishers' campaign has put over "The Art of Thinking" by Ernest Dimnet, a very stimulating little book, which might easily have been overlooked except by the discriminating few, but for this special sales drive. Next is George A. Dorsey's new best seller, "Hows and Whys of Human Behavior." Ninth is "Meet General Grant" by W. E. Woodward, which has been selling well for some time but like that other Literary Guild book, "Point Counter Point," has just now reached the top ten.

Between seasons, after the fall leaders have had their first big sales, and the important spring books are not out yet is the time of opportunity for worthwhile books, perhaps by comparatively unknown authors, that might be overlooked in the general rush at the season's height. January's reports reflect this situation. "A Lantern in Her Hand," for instance has been selling along steadily in its own quiet way, but has just now in the post-Christmas quiet had an opportunity to achieve a place among the first 25 in fiction. This was, too, the best time of the year for a campaign such as Simon & Schuster's to put over "The Art of Thinking."

#### FICTION

- Rølvaag. "Peder Victorious." *Harper*. \$2.50.  
 Zweig. "The Case of Sergeant Grischa." *Viking*. \$2.50.  
 Deeping. "Old Pybus." *Knopf*. \$2.50.  
 Bailey. "Silver Slippers." *Penn*. \$2.  
 Freeman. "Joseph and His Brethren." *Holt*. \$2.50.

- Gibbs. "Harness." *Little, Brown*. \$2.50.  
 Lincoln. "Silas Bradford's Boy." *Appleton*. \$2.  
 Huxley. "Point Counter Point." *Double-Day, Doran*. \$2.50.  
 Fournier. "The Wanderer." *Houghton, Mifflin*. \$2.50.  
 Bromfield. "The Strange Case of Miss Annie Spragg." *Stokes*. \$2.50.

#### NON-FICTION

- Strachey. "Elizabeth and Essex." *Harcourt, Brace*. \$3.75.  
 Benét. "John Brown's Body." *Double-day, Doran*. \$2.50.  
 Beard. "Whither Mankind." *Longmans, Green*. \$3.  
 Seabrook. "The Magic Island." *Harcourt, Brace*. \$3.50.  
 Fülöp-Miller. "Rasputin the Holy Devil." *Viking*. \$5.  
 Millay. "The Buck in the Snow." *Harper*. \$2.  
 Dimnet. "The Art of Thinking." *Simon & Schuster*. \$2.50.  
 Dorsey. "Hows and Whys of Human Behavior." *Harper*. \$3.50.  
 Woodward. "Meet General Grant." *Live-right*. \$5.  
 Ludwig. "Goethe." *Putnam*. \$5.

#### Atlantic Prize Novel Competition

ONCE again the Atlantic Prize of \$10,000, in addition to book royalties, is offered by the Atlantic Monthly Press for the most interesting novel of any sort, kind or description by a living author. The first Atlantic Contest was held in 1927 and was won by Mazo de la Roche with her novel, "Jalna."

Ten thousand dollars will be paid to the winner for the right to serialize the story in the *Atlantic Monthly*, and to publish it in book form, and will be in addition to all royalties accruing from book publication. Cinema or dramatic rights remain with the author. The novel will be published in book form by Little, Brown & Co., and in Great Britain by George G. Harrap & Co. Manuscripts must be submitted before January 15, 1930.

# English Booktrade News

*From Our London Correspondent*

## Last Year's Output

**A**RNOLD BENNETT, commenting in the *Evening Standard* upon the number of books published last year, approaches the matter in his usual frank manner and says: "As to fiction, by far the most considerable department of imaginative literature in 1928 shows an average increase of more than three volumes per week over 1927. This is bad. I admit that the more novels published the better is the chance of a really original new author slipping unobstructed into publication. But some enthusiastic firms have a perfect rage and craze for novel-production. Indeed, it is impossible to conceive why half the novels published are published at all. They do not remuneratively sell, they have no merit, they are not seriously reviewed, and they give no satisfaction to the handful of courageous but misguided explorers who peruse them. Fewer books means a higher level of excellence, and a higher level is what we need, and always shall need." In another part of the article, Mr. Bennett amusingly writes: "The trade press, whenever I promulgate advice to the trade, invariably blossoms into sarcasm at my expense. My head is bloody, but unbowed." No live publisher minds Mr. Bennett making suggestions. We ought to be very grateful to him. But we are all very sorry about his bloody head.

## A Publisher Peer

Lord Gorrell has joined the House of John Murray as a partner to the new head of the firm, Lieut. Col. John Murray. There must be few men in England today so versatile as Lord Gorrell. We believe that Lord Gorrell is the first instance of a member of the British Peerage becoming a publisher. Lord Gorrell is a lawyer, poet, barrister, novelist, journalist, soldier and politician. And now he has become a publisher. Murray has published Lord Gorrell's novels. He was at one time Under Secretary of the State for Air, in the last

Coalition Government. Lord Gorrell is also Chairman of the Society of Authors, which position we understand he will retain. It was reported in the London press that the committee had "passed a resolution declaring that his connection with the famous publishing house would be advantageous rather than injurious, and requesting him to continue the Chairmanship." Lord Gorrell is the second son of a famous Divorce Court judge, and succeeded his brother to the peerage in 1917.

## English Authors in America

W. F. Bullock writing to the *Daily Mail* says: "Formerly the author's reputation was made after his death. Now we establish his fame while he is alive to enjoy it," said a well-known New York bookseller to me the other day. Turning to the catalog on his desk the bookseller pointed to an announcement of Lytton Strachey's new biography "Elizabeth and Essex," of which the first limited edition has just been published in America at the price of £4. "Here," he said, "is the latest fashion in the book world—books hitherto unpublished coming out in limited first editions expensively dressed and priced. It is the newest craze among collectors. This starring of authors while they are still alive is something new in the literary world, but for the booksellers it is something of an adventure."

## British Industries Fair

The usual Fair of British Industries is being held in February. A great number of British publishers are exhibiting their books.

## Prize Competition

Charles Young (of Messrs. Lamley & Co.), President of the Associated Booksellers of Great Britain and Ireland, has hit upon the happy idea of offering a prize for the best essay on "How to Induce the Public to Buy Books." John G. Wilson (of Messrs. Bumpus) will give a prize for



the second best. Only an assistant in the booktrade may enter for this competition. We ought to get some extremely useful ideas from the many papers which, no doubt, will be sent in.

#### A Book Club

We hear of the formation of "The Book Society." Its members place in the hands of their Selection Committee, which consists of well-known literary persons, the choosing of a new book every month. This will be received on approval by all the members, who are under no obligation to keep, or pay for it. The chairman of the Selection Committee is Hugh Walpole, and the other members are Clemence Dane, Professor Gordon, Sylvia Lynd, and J. B. Priestley. It is claimed that the growth of the society will stimulate interest in current literature, and will provide better chances for unknown authors writing good books to have them published.

#### Books and Age

One is frequently happening upon men who have been associated with either a bookseller or a publisher for a long series of years. Books make dust, and dust kills, yet publishers and booksellers seem to live forever. What is the secret? The other day it was reported that Callender of A. & C. Black, was taking a less active interest in the firm, of which he is a director. N. B.—not retiring! He has been with the famous firm for over 52 years. And—mark you—has never been absent for a single day on account of illness. But Mr. Callender is a Scotsman!

#### Limited Editions

"The present vogue for Limited Editions," says a writer in W. H. Smith & Son's *Book Window*, "is a source of much tribulation and anxiety to the bookseller—whose customers do not always realize the extent to which the demand for these books outruns the supplies. A collector who wants a book that is definitely out of print, bears his disappointment stoically if a copy is unobtainable, or only obtainable at a prohibitive price; but, on the other hand, if he gives an order in advance of the publication for a Limited Edition, and fails to receive a copy, his feelings are very different. He sees others, more fortunate,

in possession of a copy, and cannot quite shake off the feeling that he, too, would have had a copy in his bookcase had his bookseller been a little more enterprising."

#### Bridge of San Luis Rey

It is reported that the publishers of the English edition have sold 50,000 copies, and that it is still selling at the rate of 100 copies a week.

#### Sir Ernest Benn

The interesting announcement was made the other day that Sir Ernest Benn has been offered, and has accepted the post of Honorary Treasurer to the Appeal Committee of the School of Librarianship, connected with the University of London.

#### A Christmas Card

Allen Lane, of John Lane the Bodley Head, prepared a Christmas surprise for his author friends. It was in the form of a special edition, limited to 250 numbered copies, of Gray's *Elegy*. Illustrations were specially drawn for it by Clark Hutton. He had an exhibition at the West-end gallery a few weeks ago. On the front end-papers of this delightful volume were engraved Christmas greetings. Someone writing the other day reminded us that Allen Lane is London's youngest publisher, and he is closely connected with the newly-formed Young P. E. N. club.

#### A Shaw Dictionary

A book which will be of interest to collectors of G. B. Shaw's works is the "Dictionary to the Plays and Novels of Bernard Shaw," with a bibliography of his works and of the literature concerning him, which C. Lewis Broad and Violet M. Broad have compiled and A. & C. Black have published.

#### The Book Club in London

**H**UGH WALPOLE is to be chairman of the jury of the Book Society in London, assisted in book selections by Clemence Dane, J. B. Priestley, Professor Gordon and Mrs. Sylvia Lynd. The chairman of this selection committee will make a choice each month of six books as the best published during that period. One book or more will be shipped to subscribers on date of publication; arrangements will be made to send books on approval to members, with no obligation to pay.



*The main floor of Swifts, Inc., in Houston*

## New Bookshop in Houston

**H**OUSTON has a fine new store on one of its busiest corners, Main and Lamar streets which has been opened this winter. The president and general manager of the new concern is A. P. Swift, formerly with Gammel's of Austin and for a short time with Smith & Butterfield of Evansville. The vice president is J. P. Bullington, connected with the law firm of Baker, Botts, Parker & Garwood, and Mrs. J. P. Bullington is secretary and treasurer in charge of the rare book department. Caroline Levy comes from Teolin-Pillot of Houston to take charge of the new book department.

This store carries a general line of new books which were carefully selected by Mr. Swift on a recent visit to New York. There will also be rare and fine books, imported bindings and etchings, and this department will be enlarged as the trends of popular buying develop. A well-stocked rental library is also to be a feature of the store.

Swift's, Inc. have taken one of the best corners of the town, and the report of the management in September indicates that by

doing so they have promptly caught the attention of the public. Mr. Swift gives much credit for the equipment of the store to the Houston Show Case Company, which designed and manufactured all of the fixtures. The interior finish is a dark English fumed oak, and the floor is also of oak.

### First Edition Library

**T**HE plan for a Memorial Library of first editions by American authors under the sponsorship of the Authors' League is progressing along the lines of the plan outlined by Arthur Train, president of the League, and accepted by the New York Library.

Every member of the Authors' League is to deliver at the office of the League one copy of each of his new books together with the original manuscript of such work, at the option of the author.

Each book is to be identified by a book plate, to be used only in this collection, and on each plate there will be a place for the author to sign his name. Rockwell Kent has consented to do the book plate.



## Printing Exhibit Opens

ON February 4th the sixth annual exhibit of the Printing for Commerce was opened by the American Institute of Graphic Arts, at the Art Center, 65 East 56th Street. The walls in the main gallery were covered with boards on which had been carefully mounted by a committee, directed by Frank Fleming, commercial printing of all kinds—booklets, advertising cards, brochures, and every type of work where design and craftsmanship count. This is an exhibit that attracts a great deal of attention both in New York and later as the exhibit travels from city to city. The jury selected the material from a vast number of samples submitted and they show a steady progress in the quality of work.

The evening was of special interest to members of the Institute because the gold medal of the institute was presented to W. A. Dwiggins for his distinguished accomplishment in typographical design. The medal was presented by Frederic Melcher, honorary president of the Institute, and Mr. Dwiggins gracefully responded with a few remarks.

Francis Meynell, of the Nonesuch Press, was also a guest and spoke a few words in the way of greeting.

A very full and interesting exhibit of Mr. Dwiggins' work is shown in the same building in the room of the institute, and this will be open for visitors from two to five P. M. and on Saturday until one o'clock. Mr. Dwiggins' work has been widely recognized as an important contribution to American typographical design and this opportunity to study his output in its full variety will be welcomed. The material shown covers some ten years or more of activity. In one show case are examples of the celluloid stencils which he has used for building up delightfully imaginative designs which are recognized as so characteristically his own.

Mr. Dwiggins' recent book, on the Harper list, "Layout in Advertising," has already found a wide reading and his contributions to the Crosby Gage publications last year were among the most distinguished volumes in American book production, Sandburg's "Good Morning America," Robinson's "Sonnets," etc.

## Püterschein in Person

AT the meeting of the American Institute of Graphic Arts, when the gold medal of the Institute was awarded to W. A. Dwiggins, the friends of the designer experienced great joy from the appearance on the floor of a quaint German professor, who announced himself as Dr. Hermann Püterschein.

Dr. Püterschein, whose signature is well known in connection with the pamphlet report of the Society of Calligraphers which stirred up bookmaking circles a decade ago, claimed that according to the text of the pamphlet it was not Mr. Dwiggins who made the drawings, but Dr. Püterschein, and that he was there in a friendly way to point this out.

Mr. Dwiggins seemed pleased that his old friend the Doctor, had come in on this great occasion, but instead of transferring the medal to him, E. G. Gress, editor of the *American Printer*, came to the rescue and made an award to Dr. Püterschein of the key to the city, after which the Doctor's picture was taken with the key very conspicuously displayed.

This bit of fooling was enjoyed by all the members, especially those who had heard of the learned Doctor before.



Carl Rollins as  
Dr. Püterschein

## The New Jensen Font

THE Typograph Company of Chicago has been having a new font from the pages of Nicolas Jensen, designed by Ernest F. Detterer.

The first trial of this new type has been made in a large quarto book of sixteen pages entitled "The Last Will and Testament of Nicolas Jensen, Printer, Who Departed this Life at The City of Venice in the Month of September A.D. 1480."

The trial font is 16 point and makes a very beautiful impression. The volume is appropriately bound in a blind stamped white vellum paper.

## Book Club Selections

### BOOK-OF-THE-MONTH CLUB

*January*—"Joseph and His Brethren" by H. W. Freeman. *Holt*.

*February*—"Kristin Lavransdatter" by Sigrid Undset. *Knopf*.

### THE LITERARY GUILD

*January*—"The Magic Island" by W. B. Seabrook. *Harcourt, Brace*.

*February*—"Mamba's Daughters" by Du Bose Heyward. *Doubleday, Doran*.

### POETRY CLAN

"Good Morning America" by Carl Sandburg. *Harcourt, Brace*.

"The Buck in the Snow" by Edna St. Vincent Millay. *Harper*.

### FREETHOUGHT BOOK CLUB

*January*—"Rasputin" by René Fülöp-Miller. *Viking*.

*February*—"Motherhood in Bondage" by Margaret Sanger. *Brentano*.

### BOOK LEAGUE OF AMERICA

*December*—"The Rebel Generation" by J. Van Ammers-Küller. *Dutton*.

*January and February*—"Prima Donna" by Pitts Sanborn. *Longmans, Green*.

### CATHOLIC BOOK CLUB, INC. (NEW YORK)

*January*—"Père Marquette" by Agnes Repplier. *Doubleday, Doran*.

*February*—"Other Ways and Other Flesh" by Edith O'Shaughnessy. *Harcourt, Brace*.

### THE RELIGIOUS BOOK CLUB

*January*—"Methods of Private Religious Living" by Henry A. Wieman. *Macmillan*.

*February*—"John Wesley" by Arnold Lunn. *Dial Press*.

### DETECTIVE STORY CLUB

*January*—"The Case with Nine Solutions" by J. J. Connington. *Little, Brown*.

*February*—"Dead Men's Shoes" by Lee Thayer. *Sears*.



J. B. Ferguson

## Arizona Tour of Publishers' Field Lecturer

**I**NCREASING demands from schools and libraries for the book promotion talks given by Henry L. Cecil of the National Association of Book Publishers, have resulted in the addition of another lecturer to the staff.

J. B. Ferguson, who joined the Association Lecture Bureau staff on February first, was supervising principal of schools in Chester, Pa., for five years, where he did special work with the parent-teacher association in building up community interest in books. For three years he was district superintendent of schools in West Virginia, where he established school libraries in two consolidated schools and twenty-eight rural schools. Mr. Ferguson is a graduate of West Virginia Wesleyan University, has studied at the University of West Virginia and at the University of Pennsylvania, and has taught in Glassboro Teachers College, N. C.

His first speaking engagements are being arranged in the south-west in cooperation with library, school and club organizations and the bookstores there. He will speak in Globe, Arizona, on February 19th, Hayden on the 21st and in Phoenix on the 25th. He will emphasize the importance of books in building good citizenship.



## Changes in Price

### FREDERICK A. STOKES COMPANY

Dimock, Dick, books, all three titles, increased to \$2.00.

Chan, "Chinese Cook Book," increased to \$2.00.

Conkling, "Shoes of the Wind," increased to \$2.00.

Conkling, "Poems by a Little Girl," increased to \$2.00.

Montessori, "Montessori Method," increased to \$3.00.

"Little Books About Old Furniture," all titles increased to \$2.00.

Candee, "Tapestry Book," increased to \$10.00.

Garstin, "West Wind," increased to \$2.50.

Garstin, "High Moon," increased to \$2.50.

Jacobs, "Many Cargoes," increased to \$2.50.

Bailey, "Boys Make at Home Things," increased to \$2.00.

Bailey, Girls Make at Home Things, increased to \$2.00.

Chisholm, "Stories for the Six Year Old," increased to \$1.50.

Grinnell, all titles, increased to \$2.00.

Brazil, "Joan's Best Chum," reduced to \$1.50.

### ALFRED A. KNOPF, INC.

The price on "The Story of Superstition" by Philip F. Waterman which will be published on March 15, has been changed from \$4.00 to \$3.50.

The price of "Swords and Roses," by Joseph Hergesheimer, which we will publish on April 5th, has been changed from \$2.50 to \$3.50.

## Obituary Note

### WILLIAM LYMAN UNDERWOOD

WILLIAM LYMAN UNDERWOOD, scientist, naturalist, and author of books on animals and nature, died in Belmont, Mass., on January 28th at the age of sixty-five. Mr. Underwood was first known for his valuable research work at the Massachusetts Institute of Technology. He was also one of the pioneers in the photography of wild animals, and was official photographer with Theodore Roosevelt's expedition to Africa. His best known book is "Wild Brother: Strangest of True Stories from the North Woods."

## Stolen

A COPY of the "Descent of Istar," Eragny Press edition, printed on vellum, bound in blue French Levant, with doublures, was stolen from Barnet D. Ruder, 8 West 47th Street, by an imposing looking man with aristocratic bearing, sparse blond hair, pronounced nose and slightly stammering speech.

### SPECIAL

*The "Spring Announcement Number" of the Publishers' Weekly will be issued March 9. Publishers should send at once titles of all new books, published or to be issued during the period February 1-May 31. No charge for entry in this index.*

## Business Notes

ADAMS, N. Y.—The Adams Bookstore is in bankruptcy.

FOSTORIA, OHIO—George Brown has recently bought the Interurban Station, at 116 South Main Street, from Nick Brown.

HAMILTON, BERMUDA—The Bermuda Book Stores Company has four stores; the main one is at Reid and Burnaby Streets. Many American books, including the latest fiction and travel books, are in their up-to-date and complete stock.

HARTFORD, CONNECTICUT—On November 13th Edwin Valentine Mitchell opened a branch bookstore and circulating library at 99 Pratt Street.

NEW YORK CITY.—Dean & Co., publishers and booksellers, have moved from 112 Fourth Avenue to 248 Fifth Avenue.

New York, N. Y.—Volk's Literary Service, recently reported to be at 36 West 33rd Street, is out of business.

PHILADELPHIA, PA.—Kirstein's Camera Shop, at 6637 Woodland Avenue, has added a circulating library of fiction. Arthur E. Kirkstein is the manager.

PORTLAND, MAINE—The Longfellow Square Bookshop, 666 Congress Street, began business under the ownership of Erskine Caldwell on November 1st.

SANTA ANA, CALIFORNIA—Mrs. Roscoe G. Hewitt has opened a circulating library, The Book Nook, at 214 West Fifth Street.

ST. PAUL, MINN.—A general circulating library has been recently opened in the Lowry Hotel by Dorothy and Ruth Levi, who call their library The Bookery Circulating Library.

SWARTHMORE, PA.—The Swarthmore College Bookstore is now managed by Mrs. C. Cissel. She replaces Ethel Stuart.

The Bermuda Drug Company has a rental library and travel books for sale.

The Phoenix-The Rexall Store, at Queen and Reid Streets, has a lending library of latest English and American fiction and books for boys and girls.

WILMINGTON CALIFORNIA—A circulating library was opened at 211 West Anaheim Street. Ida Nott is the proprietor.

# Title Index to the "Weekly Record"

**T**HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Allen, Barney

They have bodies; a realistic novel in eleven chapters and three acts. 279p. D c. N. Y., Macaulay \$2.50  
A sophisticated story of the Canadian smart set.

## Allen, Cecil J.

The steel highway. 144p. il. O '28 N. Y., Longmans \$2.25

## Andersen, Knud

The brand of the sea (Havet); tr. by Grace Isabel Colbron. 314p. D [c.'29] N. Y., Century \$2.50  
A Danish novel of the possession of a man's soul by the sea.

## Andrew, Kathleen Beardsley, and others

Tiny tail, and other stories. 128p. il. (col.) D [c.'29] Chic., Beckley-Cardy Co. 70 c.  
Animal stories for young children.

## Anson, Harold

Authority in religion. 213p. S (Practical Christianity ser.) [c.'29] N. Y., Century \$1.50

## Archer, Owen

Go as you please. 308p. D '29 N. Y., Stokes \$2  
A young English girl, allowed to do as she pleases, discovers that the modern criterion of excitement doesn't lead to a happy life.

## Astley, Arthur

From a bird-lover's diary. 314p. il. D ['28] N. Y., Macmillan \$3  
Observations of English birds from January to December.

## Ayres, Clarence Edwin

Holier than thou; the way of the righteous.

240p. D [c.'29] Ind., Bobbs-Merrill \$2.50  
An informal commentary on morality.

## Barnard, Eunice Fuller, and Tall, Lida Lee

How the old world found the new; ed. by J. Montgomery Gambrill. 264p. (6p. bibl.) il. (col. front.) maps D [c.'29] Bost., Ginn 96 c.  
Stories of travelers and explorers from Marco Polo to Champlain and La Salle. A text book for elementary grades.

## Benn, Sir Ernest John Pickstone, bart.

The return to laissez faire; the foundation of prosperity. 221p. front. (por.) O '29 N. Y., Appleton \$2  
A discussion of Socialism and Individualism by an English capitalist.

## Beyle, Marie Henri, De Stendhal, pseud.

Lamiel, or, The ways of the heart; tr. by Jacques le Clercq. 330p. D c. N. Y., Brentano's bds. \$2.50  
An early 19th century French novel.

## Brewster, Dorothy, ed.

A book of modern short stories. 491p. (bibl.) D '28 c. N. Y., Macmillan \$3  
Stories by Katherine Mansfield, James Joyce, Anatole France, Anton Chekhov, Ernest Hemingway, A. E. Coppard and others.

## Brookman, Laura Lou

As no woman hath loved. 267p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.  
Connie Marsh's love for a man accused of robbery stands many trials.

## Brown, Hubert

The principles of expression in song; a manual for singers with especial reference to competition festivals. 65p. D '28 N. Y., Oxford 75 c.

## Abbott, Mrs. Mary Allen Rand

Motion pictures for different school grades; introd. by Allan Abbott. 47p. O '28 N. Y., Teachers' College, Columbia Univ. pap. 40 c.

## Belaiev, Victor

Igor Stravinsky's Les noces; tr. by S. W. Pring. 42p. D '28 N. Y., Oxford pap. \$1  
Musorgsky's Boris Godunov and its new version; tr. by S. W. Pring. 68p. D '28 N. Y., Oxford pap. \$1

## Belknap, Henry Wyckoff

The Grafton family of Salem. 103p. il. D '28 Salem, Mass., Essex Institute \$5

## Berle, A. A., jr.

Studies in the law of corporation finance. 200p. O '28 Chic., Callaghan & Co. \$3.50

## Bernard, Bernard

Complete book of sex knowledge; additional chapters by T. J. Allen; 2nd ed. 331p. D '29 Milwaukee, Caspar, Krueger, Dory Co. \$2.75

## Brown, Rev. Jacob Tileston

The deacon problem solved [Baptist church gov't]. 158p. D [c.'28] Nashville, Tenn., Author \$1  
Hawkins St.



**Bunker, Frank F.**

China and Japan. 261p. il. maps D (Lands and peoples ser.) [c.'28] Phil., Lippincott \$1  
A travel book for boys and girls.

**Butler, Captain Altan B., jr.**

"Happy days!", a humorous narrative in drawings of the progress of American arms, 1917-1919. 111p. F '29 c.'28 N. Y., Coward-McCann \$3

Episodes in the life of the A. E. F. in the World War by a cartoonist.

**Butler, Sir Geoffrey Gilbert, and Maccony, Simon**

The development of international law. 566p. O (Contribs. to internat'l law and diplomacy) '28 N. Y., Longmans \$9

**Cabell, James Branch**

The white robe. il. '28 N. Y., McBride \$10, bxd.

**Campbell, Rear-Admiral Gordon**

My mystery ships; foreword by Rear-Admiral William S. Sims; introd. by Admiral Sir Lewis Bayly. 347p. il. diagr. O '29 c.'28, '29 Garden City, N. Y., Doubleday, Doran \$2.50

Experiences on board the British camouflaged ships sent out during the war to decoy U-boats.

**Casson, Stanley**

Some modern sculptors. 129p. il. O '28 N. Y., Oxford \$2.75

**Catholic life (The);** addresses and papers delivered at the Fourth Annual Catholic Congress. 150p. D [c.'29] Milwaukee, Morehouse Pub. Co. \$1.75; pap., \$1.25

**Chadwick, Mary**

Difficulties in child development. 411p. (5p. bibl.) O [n.d.] N. Y., John Day \$4  
Child psychology and a discussion of relation of parent and child.

**Cher, Marie**

Charlotte Corday, and certain men of the revolutionary torment. 237p. front. (por.) O c. N. Y., Appleton \$2.50  
The story of Charlotte Corday, which also paints the portraits of other great figures of the French Revolution.

**Claire, Mabel**

Plate dinners for the busy woman. 144p. D '28 N. Y., Greenberg \$1.50

**Clark, Elmer Talmage**

The psychology of religious awakening. 170p. (5p. bibl.) diagrs. O c. N. Y., Macmillan \$2.50

**Clay, Emily**

Last summer. 167p. S [c.'28] N. Y., Grafton Press \$1.50

A broken engagement is mended at the end of a summer in the Berkshires.

**Cook, E. Thornton**

Royal Elizabeths; the romance of five princesses, 1464-1840. 174p. (4p. bibl.) il. D '29 N. Y., Dutton bds. \$2.50

Short biographies of Elizabeth of York, Queen Elizabeth, Elizabeth Stewart, Elizabeth Stuart and Princess Elizabeth, daughter of George III, dedicated to the present Princess Elizabeth, daughter of the Duke and Duchess of York.

**Cooper, Elizabeth Goodnow [Mrs. Clayton Sedgwick Cooper]**

What price youth; a novel. 293p. D c. N. Y., Stokes \$2

A middle-western society woman has twenty years subtracted from her appearance, but finds the ensuing complications hardly worth the acquired beauty.

**Cooper, Jacob Calvin**

Red pioneers; romance of early Indian life in the west. 251p. front. (col.) D '28 c. Mc-Minnville, Ore., Author \$1.50

**Cossart, Theophilus**

A full and true account of the prodigious experiment brought to perfection in Boston at Father Burke's Academy to the Glory of God, the propagation of truth and the suppression of venery. 24p. il. nar. O '28 N. Y., Marchbanks Press, 114 E. 13th St. bds. \$5 bxd.

A satire upon education and censorship written and illustrated in 17th century style.

**Craighead, Dorothy**

Bits of driftwood [verse]. 45p. D [c.'28] Phil., Winston bds. \$1

**Crane, Ross, pseud. [Charles Edgar Rosecrans]**

Interior decoration; a comprehensive study course for furniture men. 142p. il. diagrs. (pt. col.) O [c.'28] Chic., Seng Co., 1450 Dayton St. fab. \$2.50

**Crompton, R. H.**

The synoptic problem and a new solution. 144p. diagrs. O '28 [N. Y., Scribner] \$2.75

**Currier, Adella Lovejoy**

Candle light [verse]. 129p. front. (por.) D '28 Lincoln, Neb., Woodruff Pr. Co., 1000 Q St. flex. fab. \$1.50, bxd.

**Bureau of American Ethnology**

Forty-first annual report of the Bureau of American Ethnology to the secretary of the Smithsonian Institution; 1919-1924. 635p. (bibls.) il. (pt. col.) diagrs. Q '28 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. \$2.50

**Campbell, Mrs. Harriet Selton**

Pyx—B.A. (Just a dog's life). 110p. il. S [c.'28] San Diego, Cal., Author \$1.50

**Carnegie Institution of Washington**

Year book number twenty-seven, July 1, 1927, to June 30, 1928. 506p. (bibl. notes) il., diagrs. O '28 Wash., D. C., Author pap. apply

**Chatfield, Charlotte, and McLaughlin, Laura**

Proximate composition of fresh fruits. 20p. (bibl. footnotes) O (U. S. Dept. of Agri.; circular 50) '28 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 5 c.

**Chen, Hsuan Shan**

The comparative coachability of certain types of intelligence tests 110p. (3p. bibl.) diagrs. O (Contribs. to educ., no. 338) '28c. N. Y., Teachers College, Columbia Univ. \$1.50

**Clements, Frederic Edward**

Plant succession and indicators; a definitive ed. of Plant succession and Plant indicators. 460p. (15p. bibl.) il., diagrs. O '28 N. Y., H. W. Wilson buck. \$8.50

**Cox, Henry Grady**

"The right of the sick to get well." 95p. il., diagrs. O [c.'28] Jacksonville, Fla., Author, 501 Fla. Theatre Bldg. pap. \$1

**Crespo, José D.**

Geografía de Panamá. 206p. il., maps O [c.'28] N. Y., Heath apply

**Cuthbert, Father** [originally Lawrence Cuthbert Hess]

The Capuchins; a contribution to the history of the Counter-Reformation; 2v. 475p. (bibl. footnotes) il. O '29 N. Y., Longmans \$6, bxd.

**Cuyás, Arturo**

Appleton's new English-Spanish and Spanish-English dictionary; rev. by Antonio Llano. 1119p. O '28 c. '03, '28 N. Y., Appleton half lea., \$5; \$6; lea., \$10

**Dahl, Joseph Oliver**

Selling public hospitality; a handbook of advertising and publicity for hotels, restaurants and apartment houses. 382p. (bibl.) il. maps O c. N. Y., Harper \$6

**Dail, Hubert**

The singing fool; il. with scenes from the photoplay. 218p. D [c. '28, '29] N. Y., Grosset 75 c.

**Daily devotions for Lutheran youth**; by twelve pastors of the Augustana Synod. 427p. D [c. '29] Rock Island, Ill., Augustana B'k Concern \$2

**Daingerfield, Foxhall**

The Linden Walk tragedy. 249p. D c. N. Y., Appleton \$2

A new member of the police force in a small southern town discovers the author of two murders in Linden Walk.

**Daniel, Hawthorne**

Bare hands. 244p. il. (col. front.) D c. N. Y., Coward-McCann \$2

An adventure story, telling how four castaways on the Alaska coast built an extraordinary steamboat.

**Dearmer, Percy, and others**

The Oxford book of carols; music ed. 520p. D '28 N. Y., Oxford \$2.50

The words edition is smaller in size, contains 284 pages and is priced at \$2. There is also a miniature edition containing 236 pages at 65 c.

**De Vecchi, Paolo, M.D.**

A discourse on divorce and its shameful abuse [lim. ed.] 68p. front. (por.) O '28 c. N. Y., John Martin, 33 W. 49th St. bds. \$1.50

**Dickinson, A. E. F.**

An introduction to the music of R. Vaughan Williams. 83p. S ("Musical pilgrim" ser.) '28 N. Y., Oxford 75 c.

**Dodge, Richard Elwood, and Lackey, Earl Emmet**

Dodge-Lackey advanced geography. 458p. (5p. bibl.) il. maps (pt. col.) diagrs. O [c. '28] Chic., Rand, McNally \$1.95

**Dunning, Hal**

White Wolf's law; a western story. 251p. D (C. H. popular copyrights) [c. '28] N. Y., Chelsea House 75 c.

**Eichler, Lillian**

Still born. 308p. D c. N. Y., Appleton \$2  
The story of a son, brought up by his mother to expiate the sin of her youth, as a priest.

**Elam, Samuel Milton**

George Borrow. 151p. (2p. bibl.) O c. N. Y., Knopf \$3

A biography of the man known among the gypsies as Lavengro—a man who was at once gypsy, scholar, and priest.

**Farrell, M. J.**

Young entry. 319p. D [n. d.] N. Y., Holt \$2  
An Irish novel of young, fox-hunting people, judged by Hugh Walpole to be the "most engaging first novel" published last year in England.

**Frank, Bruno**

The Persians are coming; tr. by H. T. Lowe-Porter. 139p. O '29 c. '28, '29 N. Y., Knopf \$2

The story of a jurist in Germany during the recent revolution.

**Friedlaender, Max**

Brahms's Lieder; an introduction to the songs for one or two voices; tr. by C. Leonard Leese. 276p. O '28 N. Y., Oxford \$3.75

**Fuller, Margaret Witter**

Her son; a chronicle of youth. 318p. D c. N. Y., Morrow \$2.50

An ambitious mother, born of generations of New Englanders, brings her son up to be president.

**Crile, George Washington, M.D.**

Problems in surgery; ed. by Amy F. Rowland. 171p. il. diagrs. O '28 Phil., Saunders \$4

**Darrah, Junanita**

Modern baking powder; an effective, healthful and leavening agent. 125p. D '28 Milwaukee, Caspar, Krueger, Dory Co. \$1.25

**Davis, Ruth**

New data on the authorship of act one of the Comedia de Calisto y Melibea. 58p. (bibl. footnotes) O (Univ. of Ia. studies in Spanish lang. and lit., no. 3) '28 Iowa City, Ia., Univ. of Ia. pap. \$1

**Deedera, Carleton**

Diary of Garry Baldy. 96p. S [c. '28] Bost., Christopher Pub. House \$1.50

**Douglass, Harl R., and others**

Controlled experimentation in the study of methods of college teaching. 50p. O (Univ. of Ore. pub'n, educ. ser., v. 1, no. 7) '29 Eugene, Ore., Univ. of Ore. Press pap. \$1

**Duskie, Rev. John Aloysius**

The canonical status of the Orientals in the United States. 104p. (8p. bibl.) O (Canon law studies, no. 48) '28 Wash., D. C., Catholic Univ. of Amer. pap. \$1

**Editor of the Woman's Pages of The Milwaukee Journal**

The hostess book. 59p. il. O [c. '28] Milwaukee, Milwaukee Journal Co. pap. apply

**Ennis, Beulah**

The life forms of Connecticut plants and their significance in relation to climate. 120p. (2p. bibl.) il. O (State Geological and Natural Hist. Survey, bull. 43) '28 Hartford, Conn., State Librarian. gratis to libs. and schools; pap. 75 c.

**Entwistle, Mary**

Children of the chief. 76p. il. T [c. '28] N. Y., Friendship Press pap. 40 c.

**Evander Childs anthology of student verse (The):** v. 2. 57p. O '28 N. Y., Evander Childs High School, 184th St. & Creston Ave. 50 c.

**Faerber, Rev. W.**

Catechism for the Catholic parochial schools in the United States; Polish-English ed.; tr. by the Jesuit Fathers at Krakow; 17th abridged ed. 55p. O '28 St. Louis, Mo., B. Herder 40 c.

**Foster, R. F., ed.**

The official rules of card games; Hoyle up-to-date; 30th ed. 240p. il. S c. '28 Cin., U. S. Playing Card Co. pap. 25 c.



**Gantillon, Simon**

Maya; a play in a prologue, nine scenes and an epilogue; tr. by Ernest Boyd. 147p. D '28 c. N. Y., McBride \$2

A play produced in New York in 1928, but later banned. The book was first published by the Actors-Managers, Inc.

**Genthe, Arnold**

Isadora Duncan; foreword by Max Eastman. 24p. il. Q c. N. Y., Mitchell Kennerley \$4, bxd.

Twenty-four photographic studies of the dancer, Isadora Duncan.

**Goldilocks and the three bears.** (Happy hour b'ks) '28 N. Y., Macmillan bds. 50 c.

**Graham, Bessie**

The bookman's manual; a guide to literature; 3rd ed. rev. 635p. O '28 c. N. Y., R. R. Bowker Co. \$4

A guide to literature containing lists of authors and their books with accompanying notes arranged for the special convenience of booksellers.

**Green, Paul**

The Lord's will, and other Carolina plays. 277p. il. D '28 c. '22-'25 N. Y., S. French \$2

**Greenwood, W. E.**

The Villa Madama, Rome; a reconstruction. (3p. bibl.) il. (pt. col.) map. diagrs. F [n. d.] N. Y., Wm. Helburn \$20

A monograph on the most finely decorated villa of the Italian Renaissance, with many fine illustrations.

**Groves, Ruth Dewey**

High flight. 311p. D (Popular copyrights) [c. '28, '29] N. Y., Grosset 75 c.

The romance of Jerry Ray, who fell in love with an aviator.

**Haldeman-Julius, Emanuel**

The outline of bunk, including, The admirations of a debunker. 510p. O [c. '29] Bost., Stratford \$4

Criticism, both destructive and constructive, of social trends in the fields of religion, war, morals, literature, etc.

**Hall, Herbert James, M.D., and Knox, Mrs. Mertice MacCrea Buck**

Handicrafts for the handicapped; rev. ed. 195p. (op. bibl.) il. diagrs. D '28 c. '16, '28 N. Y., Dodd, Mead \$2.50

**Hamer, Sir William**

Epidemiology old and new. 190p. (5p. bibl.) diagrs. D. (Anglo-French lib. of medical and biological science) '29 N. Y., Macmillan \$3.50

**Hankins, Arthur Preston**

Judy the Torch; a detective story. 250p. D (C. H. popular copyrights) [c. '28] N. Y., Chelsea House 75 c.

**Harper, Wilhelmina, ed.**

More story-hour favorites. 307p. D [c. '29] N. Y., Century \$2

Stories for children—an additional volume to "Story-Hour Favorites."

**Harrower, Molly**

Plain Jane. 73p. il. D c. N. Y., Coward-McCann \$1.50

Poems for children. Plain Jane, who doesn't believe in fairies, rhymes about her everyday life.

**Hart, George Overbery "Pop"**

George O. "Pop" Hart; twenty-four selections from his work; ed. by Holger Cahill. il. O '28 c. N. Y., Downtown Gallery, 113 W. 13th St. bds. \$2; lim. ed., \$10

Reproductions of some of his water colors and lithographs introduced by a brief biography.

**Hattersley, Lelia**

Contract developments. 207p. D '28 c. N. Y., McBride \$2.50

An exposition of contract bridge from its fundamentals through its latest developments, with the laws of contract.

**Hémon, Louis**

Maria Chapdelaine; tr. by W. H. Blake; ed. by Carl Y. Connor. 315p. D (Modern readers' ser.) '29 c. '21-'29 N. Y., Macmillan 80 c.; half lea., \$1.25

**Herold, Charles E.**

Hoosier etchings [verse]. 140p. front. (por.) D '28 c. [Martinsville, Ind., Herold Bros.] \$1.50

**Herring, Harriet L.**

Welfare work in mill villages; the story of extra-mill activities in North Carolina. 417p. (bibl. footnotes) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$5

**Hinkle, Thomas Clark**

Bugle, a dog of the Rockies. 252p. D c. N. Y., Morrow \$1.75

The adventures of an Irish wolfhound.

**Hite, Lewis Field**

Swedenborg's historical position; containing the testimonies of eminent men of his own and subsequent times. 174p. (bibl. footnotes) D '28 c. Bost., Mass., New-Church Union, 134 Bowdoin St. \$1.25

**Fry, Charles Luther**

Home mission aid. 42p. diagrs. O ['28] N. Y., Inst. of Social & Religious Research pap. 35 c.

**Gallup, Clarence M.**

From Tarsus to Rome; a dramatic presentation of the life of the Apostle Paul. 14p. O [c. '28] [Providence, R. I., Author] pap. 25 c.

**Gilligan, Rev. Francis James**

The morality of the color line; an examination of the right and wrong of discriminations against the negro in the United States. 222p. (7p. bibl.) O '28 Wash., D. C., Catholic Univ. of Amer. pap. \$1

**Hall, M. P.**

An encyclopedic outline of masonic, hermetic, cabbalistic and rosicrucian symbolical philosophy. il. (pt. col.) Q '28 Milwaukee, Caspar, Krueger, Dory Co. \$100

**Harry, David P.**

Cost of living of teachers in the state of New York. 190p. (bibl. footnotes) O (Contribs. to educ., no. 320) '28 c. N. Y., Teachers College, Columbia Univ. \$1.75

**Hitopadesa**; the book of wholesome counsel; tr. by Francis Johnson; rev. by Lionel D. Barnett. 220p. front. O (Treasure house of eastern story) [n.d.] N. Y., Stokes \$5

The Sanskrit collection of Indian fables and stories compiled for the purpose of teaching principles of government and practical wisdom by means of apologues.

**Hogue, Ellen, and Bechdolt, Jack**

The road to Broadway; a love story. 252p. D (C. H. popular copyrights) [c. '29] N. Y., Chelsea House 75 c.

**Hollanda, Francisco de**

Four dialogues on painting; tr. by Aubrey F. G. Bell. 125p. front. D '28 N. Y., Oxford \$2.25

**Houghton, Mrs. Louise Seymour**

How to tell Bible stories; introd. by Rev. T. F. Munger; 2nd ed. 310p. (8p. bibl. notes) D '29 c. '05, '08 N. Y., Scribner \$2  
Formerly published under the title "Telling Bible Stories."

**Huneker, James Gibbons**

Painted veils [lim. ed.]. 308p. D '28 c. '20 N. Y., Liveright \$5

**Hurlbutt, Gordon, comp.**

Windows and wings. 352p. O '28 c. Louisville, Ky., Standard Press \$3  
A companion volume to "Wings of the Spirit" giving many ideas and illustrations for preaching.

**Jacob, Fred**

Pee Vee; a novel. 410p. D '28 c. N. Y., Macmillan \$2.50

A satiric novel of Canadian society at the beginning of this century, centering around P. V. McCready and Bess Hartop, both of whom were oddities in their social sphere.

**James, William**

The varieties of religious experience; popular ed. 534p. O '28 N. Y., Longmans \$2

**Jastrow, Joseph**

Keeping mentally fit. 350p. O '28 N. Y., Greenberg \$3.50

**Jernegan, Marcus Wilson**

The American colonies, 1492-1750; a study of their political, economic and social development. 490p. (bibls.) maps (col.) S (Epochs of Amer. hist.) c. N. Y., Longmans \$1.60

**Kemper, J. P.**

Floods in the valley of the Mississippi, a national calamity; what should be done about it. 255p. il. maps. diagrs. O [n.d.] New Orleans, La., Nat'l Flood Commission, 1014 Chartres St. \$2

**Kendall, James**

At home among the atoms; a first volume of candid chemistry. 335p. il. diagrs. D [c. '29] N. Y., Century \$3  
A general account of chemistry for the layman.

**King, Grace Elizabeth**

Mount Vernon on the Potomac; history of the Mount Vernon Ladies' Association of the Union. 504p. il. O c. N. Y., Macmillan \$4, bxd.

**Kohler, Dr. Kaufmann**

The origins of the synagogue and the church; ed. by H. G. Enslow. 336p. (bibl. notes) front. (por.) D c. N. Y., Macmillan \$3  
The Kaufmann Kohler memorial volume, with a biographical essay by the editor.

**Korn, Ralph**

Organizing an amateur orchestra. 100p. il. D '28 N. Y., Greenberg \$1.50

**Kossak-Szczudca, Zofja**

The troubles of a gnome; tr. by Monia M. Gardner. 108p. il. (pt. col.) Q '28 [N. Y.], Macmillan bds. \$4  
A Polish fairy tale about the difficulties of a gnome who acts as guardian of an old Polish country house.

**Krishnamurti, Jiddu [Alcyone, pseud.]**

The immortal friend. 61p. O '28 c. N. Y., [Liveright] bds. \$2  
Poetry by an Indian mystic.

**Kuhlmann, Charles Byron**

The development of the flour-milling industry in the United States with special reference to the industry in Minneapolis. 366p. (21p. bibl.) D (Hart, Schaffner & Marx prize essays in economics) c. Bost., Houghton \$3.50  
Both a history and a discussion of modern problems.

**Latourette, Kenneth Scott**

A history of Christian missions in China. 942p. (55p. bibl.) O c. N. Y., Macmillan \$5  
The author is professor of missions and Oriental history in Yale.

**Lawson, Edith Wilhelmina**

Better living for little Americans [a primer]. 160p. il. (pt. col.) D [c. '28] Chic., Beckley-Cardy Co. 70 c.

**Linfield, Mary Barrow**

Young woman in love. 322p. D [c. '29] N. Y., Macaulay \$2.50  
A southern girl falls in love with her cousin, who is much older than herself.

**Little color classics (The); 6 v. no p. il.**

(col.) S [c. '28] Springfield, Mass., Mc-Loughlin Bros. bds. 75 c., bxd.  
"Peter Rabbit," "Wee Willie Winkie," "Candy Land," "Henny Penny," "Three Little Kittens," and "The Three Bears."

**Löbel, Josef, M.D.**

Don't be afraid; tr. by George F. Dunay. 239p. O c. N. Y., Putnam \$2  
A doctor humorously discusses the present-day fears of diseases, and gives, briefly, some modern discoveries concerning them.

**Instruction for the installation, inspection and maintenance of the Wright Cyclone model R-1750 aviation engine**

250p. il. D '28 Milwaukee, Caspar, Krueger, Dory Co. fab. \$7.50

**James, Trellie Albert**

Constitutional interpretations; 1670 questions and answers to explain the Constitution of the United

States. 155p. O c. '28 Agra, Kan., Author pap. \$1.25

**Klein, Yetta, and Schwarz, Florine**

Our children's stage. 107p. D [c. '28] Bost., W. H. Baker pap. 40 c.

**Little, Malcolm E., and Kempton, Rudolf T.**

A laboratory manual for comparative anatomy. 305p. il. O '28 N. Y., Macmillan \$2.25



**Lobsenz, Johanna**

The older woman in industry. 297p. diags. D c. N. Y., Scribner \$2.50

Problems confronting women over 35 seeking employment in Manhattan.

**Lonsdale, Frederick**

The high road; a comedy in three acts; acting ed., rev. 74p. front. diags. O (French's standard lib. ed.) c. '27, '28 N. Y., S. French pap. 75 c.

On approval; a comedy in three acts; rev. acting ed. 69p. il. O (French's standard lib. ed.) c. '27, '28 N. Y., S. French pap. 75 c.

**Loth, David**

The Brownings; a Victorian idyll. 307p. (3p. bibl.) il. O c. N. Y., Brentano's \$3.75

The story of Elizabeth Barrett and Robert Browning.

**Loving, Pierre**

Monsieur de Balzac entertains a visitor. 27p. D (Univ. of Wash. chapb'ks no. 23) c. Seattle, Wash., Univ. of Wash. B'k Store pap. 65 c.

Sketches of Bandelairs and Balzac as they might have met and conversed.

**Lunn, Arnold Henry Moore [Sutton Croft and Rubicon, pseud.]**

John Wesley; foreword by S. Parkes Cadman. 390p. (bibl. footnotes) front. (por.) O c. N. Y., Dial Press \$4

A new biography of the great Methodist preacher by an Anglican, emphasizing Wesley the man of culture.

**McCann, Rebecca [Mrs. Harvey Ferguson]**

Bitter sweet; poems. 102p. D c. N. Y., Covici-Friede \$2

The serious poetry of the author of "The Cheerful Cherub."

**Mack, Gerstle, and Gibson, Thomas**

Architectural details of southern Spain. 149p. il. diags. F '28 c. N. Y., Wm. Helburn \$16

One hundred measured drawings and 113 photographs valuable to the architect required to design buildings based on Spanish prototypes.

**Mansfield, Katherine, pseud. [Kathleen Beauchamp Murry, Mrs. John Middleton Murry]**

The letters of Katherine Mansfield; ed. by J. Middleton Murry; 2 v. 524p. O c. N. Y., Knopf \$7.50, bxd.

Letters, written during the last 10 years of her life, which will supplement her journal and complete her autobiography.

**Marks, Percy**

A dead man dies. 351p. D [c. '29] N. Y., Century \$2.50

Of Nora Dreyer, 45, and 3 times married, and her 3 grown children.

**Mason, Alfred Edward Woodley**

At the Villa Rose. 322p. D '29 c. '09, '10 N. Y., Scribner \$2.50

The broken road. 425p. D '29 c. '06, '07 N. Y., Scribner \$2.50

The witness for the defence. 331p. D '29 c. '14 N. Y., Scribner \$2.50

Novels that have been out of print for some time.

**Masson, Thomas Lansing [Tom Masson]**

Ascensions. 380p. D [c. '29] N. Y., Century \$2.50

Philosophic essays in various moods.

**Matsushita, Shutars**

The economic effects of public debts. 186p. (4p. bibl.) O (Studies in hist., economics & public law; 309) c. N. Y., Columbia Univ. Press \$3

**Meakin, Walter**

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 Midnight treasure. Rollins, W., jr. \$2 Coward-McCann  
 Minister's wife. The. Weaver, G. \$1 Powell & White  
 Moral adventure. Streeter, B. H. \$1.25 Macmillan  
 More story-hour favorites. Harper, W. \$2 Century  
 Mount Vernon on the Potomac. King, G. E. \$4 Macmillan  
 Murder at the keyhole. Walling, R. \$2 Morrow  
 My mystery ships. Campbell, G. \$2.50 Doubleday, Doran  
 New industrial revolution, The. Meakin, W. \$3 Brentano's  
 Older woman in industry, The. Lobsenz, J. \$2.50 Scribner  
 On approval. Lonsdale, F. 75 c. S. French  
 Organizing an amateur orchestra. Korn, R. \$1.50 Greenberg  
 Origins of the synagogue and the church, The. Kohler, K. \$3 Macmillan  
 Other ways and other days. Spoor, A. P. \$1.25 Phil Glover Pub. House  
 Other ways and other flesh. O'Shaughnessy, E. \$2 Harcourt  
 Outline of bunk, The. Haldeman-Julius, E. \$4 Stratford  
 Oxford book of carols, The. Dearmer, P. \$2.50; \$2; 65 c. Oxford  
 Oxford book of Regency verse, The. Milford, H. S. \$3.75; \$4.25 Oxford  
 Painted veils. Hunecker, J. G. \$5 Liveright  
 PeeVee. Jacob, F. \$2.50 Macmillan  
 Perennial bachelor, The. Parrish, A. 75 c. Grosset  
 Persians are coming, The. Frank, B. \$2 Knopf  
 Petroleum and coal. Thom, W. T., jr. \$2.50 Princeton



- Plain Jane. Harrower, M. \$1.50  
*Coward-McCann*
- Plate dinners for the busy woman. Claire, M. \$1.50  
*Greenberg*
- Poetry and prose. Reynolds, J. H. \$1.25  
*Oxford*
- Principles of expression in song, The. Brown, H. 75 c.  
*Oxford*
- Psychology of religious awakening, The. Clark, E. T. \$2.50  
*Macmillan*
- Racial hygiene. Rice, T. B. \$4.50  
*Macmillan*
- Rag opera. Ware, H. \$2  
*Bobbs-Merrill*
- Red pioneers. \$1.50  
*Jacob Calvin Cooper*
- Return to *laissez faire*, The. Benn, E. \$2  
*Appleton*
- Rivulets of prose. Whitman, W. \$5  
*Greenberg*
- Road to Broadway, The. Hogue, E. 75 c.  
*Chelsea House*
- Rossetti (Dante Gabriel), painter poet of heaven in earth. Mégroz, R. L. \$4.50  
*Scribner*
- Royal Elizabeths. Cook, E. T. \$2.50  
*Dutton*
- Sand castle. Millis, W. \$2.50  
*Houghton*
- Seacoast of Bohemia. Morley, C. D. \$1.50  
*Doubleday, Doran*
- Selling public hospitality. Dahl, J. O. \$6  
*Harper*
- Service of a smile, The. \$1.50  
*Laura Braeckly Wegner*
- Shakespeare in Serbia. Popovic, V. \$3.50  
*Oxford*
- Singing fool, The. Dail, H. 75 c.  
*Grosset*
- Some aspects of the French law. Parker, J. \$1.25  
*Scribner*
- Some modern sculptors. Casson, S. \$2.75  
*Oxford*
- Splendid silence, The. Sullivan, A. \$2.50  
*Dutton*
- Steel highway, The. Allen, C. J. \$2.25  
*Longmans*
- Stillborn. Eichler, L. \$2  
*Appleton*
- Stories from the Bustán of Shaykh Sa'di. \$5  
*Stokes*
- Story of the Cherokees, The. Smith, W. \$1.50  
*Church of God Pub. House*
- Structure of politics at the accession of George III, The; 2 v. Namier, L. B. \$10  
*Macmillan*
- Swedenborg's historical position. Hite, L. F. \$1.25  
*Mass. New-Church Union*
- Synoptic problem and a new solution, The. Crompton, R. H. \$2.75  
*Scribner*
- Tennis. Wills, H. \$2  
*Scribner*
- They have bodies. Allen, B. \$2.50  
*Macaulay*
- Tiny tail, and other stories. Andrew, K. B. 70 c.  
*Beckley-Cardy Co.*
- Tombstone's yesterday. Walters, L. D. \$3  
*Acme Pr. Co.*
- Tongues of fire. Turnbull, G. H. \$3.50  
*Macmillan*
- Toscanini (Arturo). Nicotra, T. \$3.50  
*Knopf*
- Troubles of a gnome, The. Kossak-Szczucka, Z. \$4  
*Macmillan*
- True heart, The. Warner, S. T. \$2.50  
*Viking Press*
- Undiscovered Australia. Wilkins, G. H. \$4.50  
*Putnam*
- Use of the Old Testament in current curricula, The. Smith, R. S. \$2.25  
*Century*
- Varieties of religious experience, The. James, W. \$2  
*Longmans*
- Villa Madama, Rome, The. Greenwood, W. E. \$20  
*Wm. Helburn*
- Vishnu. Strickland, W. W. \$2.50  
*B. Westermann*
- We believe in immortality. Strong, S. \$1.50  
*Coward-McCann*
- Welfare work in mill villages. Herring, H. L. \$5  
*Univ. of N. C. Press*
- Wesley (John). Lunn, A. \$4  
*Dial Press*
- West Virginia; 5 v. Shawkey, M. P. \$37.50  
*Lewis Pub. Co.*
- What price youth. Cooper, E. G. \$2  
*Stokes*
- White robe, The. Cabell, J. B. \$10  
*McBride*
- White Wolf's law. Dunning, H. 75 c.  
*Chelsea House*
- Wildflower. Sourek, G. \$2  
*Joseph F. Sourek*
- Witness for the defence, The. Mason, A. \$2.50  
*Scribner*
- Windows and wings. Hurlbutt, G. \$3  
*Standard Press*
- Yolan. Tickell, J. \$2  
*Putnam*
- You can't print that! Seldes, G. \$4  
*Payson & Clarke*
- Young entry. Farrell, M. J. \$2  
*Holt*
- Young woman in love. Linfield, M. B. \$2.50  
*Macaulay*

# Old and Rare Books

*A Monthly Department*

## Lincoln Autograph Material

Morris H. Briggs

**C**OINCIDENT with the remarkable bull stock market of the past five years has been the appreciation in good American autograph material. Mounting prices have made criterions of yesterday worthless in judging values. Each sale sets new records. With the growth of wealth, collectors have multiplied and at the same time the supply of first rate letters and manuscripts has naturally diminished. This appreciation has been especially notable in the case of anything written by Abraham Lincoln.

Contrary to common opinion, Lincoln letters have never been really scarce. Even today scarcely a month passes by without the discovery of a Lincoln letter hitherto unknown. Lincoln was a prolific writer and luckily, living before the invention of the typewriter, wrote most of his letters in long-hand. Handwritten letters of Roosevelt, Wilson and Harding are much rarer than those of Lincoln. During the lull in Lincoln interest which persisted up to 1890 really fine holograph letters could have been purchased for from ten to fifty dollars, and until 1924 for a few hundred. Those days are forever past. Today a distinctive, historically or personally valuable letter or manuscript of the martyr president brings four and often five figures when offered at auction.

In 1914 the Metropolitan Art Association dispersed at auction the famous Lincoln collection of Major William H. Lambert of Philadelphia. Major Lambert began to collect material relating to Abraham Lincoln immediately after the Civil War

and built up a collection, especially notable in autograph material, that it would be impossible to duplicate today. It is interesting to note some of the prices brought by particular lots:

Lot 431. Document, signed, Sept. 26, 1832. Discharge papers issued to David M. Paniter, a volunteer private in Lincoln's company during the Blackhawk war. \$60. Would easily bring ten times this figure today.

Lot 432. Lincoln's autograph praecipe in his first law case. \$85. Worth much more in 1929.

Lot 434. Lincoln's famous five page letter to Mrs. O. H. Browning, April 1, 1838. \$1,250. The famous letter in regard to Mary S. Owens, one of the most peculiar ever written by Lincoln. Would sell for over \$17,000 today.

Lots 451-474. Letters of Lincoln to Lyman Trumbull. This series of twenty-four letters, of outstanding historic value, brought \$10,710, an average price of about \$450 a letter. In 1914 these prices created a sensation. At present the same lot would be considered cheap for \$100,000.

Lot 489. Five page L.S. to Hon. O. H. Browning, Sept. 22, 1861. \$180. A very important letter on military policies. A bargain to the purchaser.

Lot 490. Lincoln's original manuscript drafts of a bill to abolish slavery in Delaware. \$1,600. Similar items have sold for over \$15,000 during recent years.

The following startling bargains were secured during the second session of the Major Lambert sale, as the material was



less outstanding and did not attract so much attention:

Lot	Nature	Sold for	Present value
547	Survey notes, 1836, in Lincoln's hand..	\$15.00	\$300 up
548	Legal paper, 1842.	13.00	100 up
552	Three page legal paper in Lincoln's hand .....	17.50	200 up
558	Autograph paper while acting as judge .....	12.50	200 up
567	D. S. by Lincoln, Cameron and Chase	32.50	150 up
564	Lincoln A.L.S. re- garding Judge Taft	70.00	300 up
570	Lincoln autograph receipt .....	11.00	100
574	A. N. S. to Asst. Secy. of War Dana	20.00	150
578	Franked envelope to H. C. Whitney ..	3.00	100
579	Three lines by Lin- coln with signature of Thomas, "Tad" Lincoln .....	10.00	150 up
582	Fine autograph let- ter Mary Lincoln..	14.00	100 up
584	Superlative letter Mary Lincoln ....	19.00	200 up
588	Lincoln and Hern- don's fee book for 1847 .....	22.00	300 up

These prices seem ridiculous today; however, present prices may seem as low to collectors of 1944. Those who hitched their wagon to the Lincoln star have never yet had occasion to regret their action. They have profited not only in dollars and cents but in the satisfaction of rescuing and preserving the personal records of perhaps our greatest man. Every scrap that he wrote will have an enduring interest, for the real Lincoln is discovered in his letters and manuscripts. They mirror his clear and close thinking on public questions or bring new light to the myriad of students who are examining every phase of his personality.

No collector has the moral right to bury any Lincoln letter or manuscript. It is confidently hoped by all students and lovers of Lincoln that brains and funds will be provided during the next decade for editing and publishing a new and complete edition

of his writings. The tradition of service in regard to the publication of every fact in regard to Lincoln's life and writings is a long one and if we follow in the footsteps of Herndon, Nicolay, Hay, Tarbell, Weik, Newton, Barton and Beveridge we cannot fail in the completion of this urgent task.

### American Sporting Books

THE sporting book is an active feature of the rare book market though most buyers think the sporting book can mean only the English sporting book with its colored plates. Some collectors are hardly aware there are American sporting books, so a book by Ernest R. Gee, well known New York dealer in rare books, will be welcomed. It is entitled "Early American Sporting Books, 1734 to 1844," with a few brief notes, portraits and facsimiles, printed by the Derrydale Press, New York.

The chronological list which Mr. Gee prints includes 22 items, the earliest being Edward Blackwell's "Compleat System of Fencing," published in Williamsburg in 1734. By far the most important work in the field is the *American Turf Register and Sporting Magazine*, which runs in 15 volumes, 1829-44. Many prominent sportsmen of that day contributed to it, including Frank Forester, J. Cypress, Jr., John James Audubon, John Randolph of Roanoke, and others.

John Skinner, the founder, was the personal friend of such national figures as Thomas Jefferson, Andrew Jackson, William Henry Harrison. In 1819 he established in Baltimore an agricultural paper, the first to be published in the United States, called *The American Farmer*. In this paper he began to devote a column to field sports and the success of this led him to found *The American Turf Register* in 1829.

The latter was never a financial success and in 1835 was sold to Mr. Pegram of Petersburg, Virginia, who afterwards sold it to Robert Gilmore, Jr., of Baltimore, and he in turn to William Porter of New York. Besides records and pedigrees of horses, it covered shooting, hunting, fishing, trotting matches, etc. Sets or even numbers of this work are extremely difficult to find; there are a few badly stained

volumes to be found, some lacking plates; and others, title pages. Mr. Gee says he knows of but two sets complete and perhaps descriptions and publicity given this book may unearth others.

The *New York Sporting Magazine* is another serial of great importance, founded and edited by Cadwallader R. Colden.

The last volume to be included in this survey is "Sporting Science and Sundry Sketches" by J. Cypress, Jr., edited by Frank Forester.

In the following year, 1844, Frank Forester's first sporting work appeared, ushering in the second period of American Sport literature.

### Joel Chandler Harris Manuscript Discovered

"**QUA: A STORY OF THE AMERICAN REVOLUTION**," an unpublished manuscript of a romantic novel by Joel Chandler Harris, has been discovered in a trunkful of Harris's manuscripts in Emory University. The only reference to this manuscript yet found is in a letter to William Dean Howells written in 1900. The Harris family placed all the Georgia story-teller's manuscripts in Emory University two years ago, and Professor Thomas H. English has been examining and classifying them since. The story was written in ink on plain paper in Harris's flowing hand. There are 160 pages, in seven chapters, of about 35,000 words. The story deals with the skirmishing and bush-whacking between Whigs and Tories in Georgia in the Revolution.

### Bronte Treasures Placed in Haworth Museum

**T**HE priceless Brontë treasures, the entire collection of Henry H. Bonnell of Philadelphia, have reached the museum at the old rectory at Haworth, Yorkshire, where the famous sisters had their home, and are now being cataloged. Many years ago Mr. Bonnell promised that these treasures would eventually be returned. Sir James Roberts, of Strathallan Castle, Perthshire, has bought and presented to the Brontë Society, the old parsonage in which the sisters lived and wrote. The collection includes first editions of all the Brontë

books, a large amount of association material, and about everything that has been written about the Brontës. There are also many minute volumes printed by hand, and in some cases illustrated by water color sketches. There is one of these little books written by Charlotte when she was eight years of age. The collection is being arranged by J. Alex. Symington, secretary and treasurer of the Brontë Society.

### Shaw Bibliography

**T**HE *Bookman's Journal* of London continued in its January number with the bibliography of Bernard Shaw which is so valuable to dealers. The list in this number carries the items from 32 to 73, or to "Back to Methusaleh" in 1921. The report on books most advertised for in English Books Wanted columns, which is always of interest, shows Galsworthy most in demand, followed in order by Shaw, Trollope, Gissing, Hardy, Kipling, Conrad, Scott, Gosse, Dickens and Walpole. Of the 27 authors reported on, 9 are still living and publishing.

### Newton on Collecting

**A.** EDWARD NEWTON, the collector and author, in an entertaining discussion in the January *World's Work*, expresses the view that the public at large is becoming increasingly interested in book collecting, and that the fascination that it holds tends to grow in proportion as one's collection increases. Mr. Newton makes the reassuring forecast that when the rarities of today are exhausted and interesting old books are unobtainable that collectors will buy interesting modern ones.

The substitution of modern first editions and the finer class of typography has been going on for some years. The rise in prices of the older lines of collecting and the increase in the number of collectors has had the tendency to bring this about. Once knowledge was the greatest factor in collecting, today money plays a more important part. There is an abundance of easily obtainable information about books, but collecting in many lines is limited to the wealthy. The less wealthy are collecting in new lines.



## Sale of the Wm. W. Cohen Collection

*An Outstanding Historical and Literary Collection Is Sold  
at the American Galleries*

Frederick M. Hopkins

**A**NOTHER outstanding sale of the season was held at the American Art Galleries, in three sessions on February 5 and 6, when the historical and literary collection of William W. Cohen, of this city, was dispersed, 630 lots bringing \$107,495. The most important features of this library were the Washington letters and Whitman first editions and manuscripts. As now seems to be the custom, the sale was well attended, interest was very keen, bidding animated, and significant new high records were made.

A score of Washington letters and other autographic material brought about \$30,000, and about 100 Whitman items including manuscripts and first editions realized \$25,361. The highest price \$3,200, brought by a Washington item, was paid by Alwin J. Schuer for a one page quarto letter, dated November 18, 1799, written less than a month before his death, and in which he said that he did not expect to go further from home again than the Federal City, and continued: "That distance, I am persuaded, will circumscribe my walks, unless, which Heaven avert, I should be obliged to resume a military career." The highest price fetched by a Whitman item was paid for a first issue of the first edition of Whitman's "Leaves of Grass," 1855, which brought the new high record of \$3,450.

Other items, which brought significantly high prices, were the following:

Alden (John). 1 p. deed, signed and sealed at "Duxburrow (Duxbury, Mass.) This fifth day of Aprill one Thousand Six hundred and seventy-five," containing three lines at the bottom of this document in the handwriting of John Alden, the first man to set foot on Plymouth Rock and the last signer of the Mayflower Compact to die. \$800.

André (Major John). Proceedings of a Board of General Officers, Held by Order of His Excellency General Washington, Commander in Chief of the Army of the United States respecting Major André," etc., on September 29, 1780. 8vo, sewn, Philadelphia, 1780. Rare first edition. \$825.

Arnold (Benedict). A. L. S., 1 p., 8vo, Headquarters Robinsons House, September 8, 1780, to Nathaniel Stevens, written just before the capture of Major Andre, \$440.

Colles (Christopher). "A Survey of the Roads of the United States of America," engraved title page by Cornelius Tiebout and 83 engraved plates, small 4to, original boards, paper label, maps loose and laid in as issued, New York, 1789. Fine copy of the first road book of New York. \$825.

Curtis (Daniel Parke—first husband of Martha Washington). 1 p., folio, to his supply agent or merchant. Very rare. \$450.

Drake (Sir Francis). "Sir Francis Drake Revived," etc., portrait, small 4to, morocco, London, 1653. The first collected edition of Drake's voyages. \$625.

Fulton (Robert). Autograph manuscript signed, entitled "Experiments and Calculations on propelling boats with steam engines," 22 pp., 4to, signed under caption, dated Plombiers, the 5th of June, 1802. \$1,400.

Leeds (Daniel). "News of a Trumpet Sounding in the Wilderness," etc., 12mo, original sheep, New York, 1697. Rare New York Bradford imprint. \$700.

New York. The charter of New York: Printed by order of the Mayor, Recorder, Aldermen and Commonality of New York, etc., folio, morocco, New York, 1735. Printed by John Peter Zenger. \$800.

Penn (William). A. L. S., 3pp., 4to, London, January 15th, 1703, addressed to his Committee of Property for Philadelphia. \$680.

Presidents of the United States and their Cabinets. A collected set of autograph material, with portraits, biographical data, etc., mounted in two 4to vols., half red leather. \$4,700.

Roosevelt (Theodore), A. L. S. 3 pp., 8vo, United States Civil Service Commission, Washington, August 25th, 1893. To John Burroughs, mentioning Whitman. \$400.

Washington (George). Letter Book, 1775—76, folio, contemporary vellum, in case. \$1,050.

Washington. L. S., 2 pp., folio, Headquarters Middlebrook, May 28, 1779, to General Nathaniel Greene, containing relative estimate of the British and Continental armies. \$1,400.

Washington. A. L. S., 4 pp., folio, New Windsor, December 11, 1780, to Major General Benjamin Lincoln, on the distressing condition of the Continental troops for want of clothing. \$2,000.

Washington. A. L. S. 7 pp., 4to, Mount Vernon, October 25, 1784, to Hon. George Plater, Maryland, advocating water transportation. \$3,100.

Washington. A. L. S., 4 pp., 4to, Mount Vernon, June 5, 1786, a defense of his course of action in the celebrated case of Captain Asgill. \$2,500.

Washington. A. L. S., 1 p., 4to, June 1, 1793, to Thomas Jefferson. \$1,500.

Washington (Martha). A. L. S., 2 pp., 4to, Mount Vernon, September 24, 1794. Refers to President Washington and James Madison. \$1,150.

Adams (Samuel). A. L. S., 2 pp., folio, Philadelphia, January 2, 1776, to Elbridge Gerry. \$510.

Franklin (Benjamin) and others. D. S., 4 pp., folio, February 1, 1776, signed by five Signers of the Declaration of Independence, Benjamin Franklin, Joseph Hewes, Josiah Bartlett, Thomas McKean, and Robert Morris. Charter of Brigantine Cornelia in the service of the United Colonies. \$2,400.

Goldsmith (Oliver). "An Animated History of the Earth, and Animated

Nature," Vol. VI, 8vo, polished calf, London, 1779. Originally in Washington's library and has his autograph on the title page and his bookplate on inside of the front cover.

Alken (Henry). "The National Sports of Great Britain," with 51 aquatint plates engraved by Clark after Henry Alken and colored by hand, imperial folio, contemporary straight-grained morocco, London, 1821. Fine copy of the original edition. \$2,400.

Caxton (William). Vincent de Beauvais's, "Mirrour of the World," small folio, morocco, Westminster, 1490. Second edition. \$5,000.

Emerson (Ralph Waldo). Manuscript of poem, "Terminus," 3 pp., 4to, 42 lines, in folder. \$470.

*La Libre Belgique*. A complete and authenticated copy of all the numbers and supplements of this celebrated clandestine sheet published during the World War. \$800.

Spenser (Edmund). "Colin Clouts Come home againe," small 4to, morocco by Hayday, London, 1595. Large copy of the first edition. The Henry Huth copy. \$2,500.

Whitman (Walt). "Leaves of Grass," 4to, green cloth, Brooklyn, 1855. Superb copy of the first issue of the first edition. \$3,450.

Whitman. "Leaves of Grass," 4to, original green cloth, Brooklyn, 1855. Second issue of the first edition. \$375.

Whitman. A series of nine autograph letters and one telegram and three pages of notes from the District Attorney's Office relating to the suppression, together with a copy of "Leaves of Grass," 12mo, Boston, 1881-82, Third edition. \$1,100.

Whitman. Manuscript of "After All Not to Create Only," 28 pp., 4to, full Spanish calf, \$3,300.

Whitman. "Memoranda During the War," 12mo, cloth, Camden, 1875-76. Rare first edition. \$675.

Whitman. "Specimen Days & Collect," 8vo, cloth, uncut, Philadelphia, 1882-83. Presentation copy of the first issue of the first edition. \$410.

Whitman. "November Boughs," small 4to, cloth, uncut, Philadelphia, 1888. Presentation copy of the large paper issue of the first edition. \$460.



# Romantic Stories of Books

John T. Winterich

*Author of "A Primer of Book Collecting" and "Collector's Choice"*

XVI

*Rubáiyát of Omar Khayyám*

NEITHER in England nor in America, in 1858, was there any watch-dog periodical to protect the interests of authors and to commend such publications as reported promptly on manuscripts. Perhaps no publication reported promptly on manuscripts. *Fraser's Magazine*, at any rate, did not—either that or the filing system of *Fraser's* went lamentably askew, and Edward FitzGerald was a more than ordinarily unfortunate victim of tangled editorial red tape. In January of the year that was to witness the Lincoln-Douglas debates, and the collapse of the Indian mutiny, FitzGerald had sent to *Fraser's* the manuscript of a rather free translation of a Persian poem on which he had been working off and on for several years. Eighteen fifty-eight drew to a close, and FitzGerald, a more than usually gentle and patient soul, was moved to ask the editors of *Fraser's* what the trouble was. The trouble seemed to be that the manuscript was not acceptable. Possibly *Fraser's*

held *Persicos apparatus* in Horatian detestation; possibly a review of a book of Persian travels which the magazine had published many years before (the review had been written by William M. Thackeray) had usurped *Fraser's* allotment of space for Persian arts, letters, modes, manners and customs for a generation.

Thackeray, it chanced, knew FitzGerald intimately, calling him, as the mood suggested, Ned, Neddibus, Neddikins, or Yedward. To others, Alfred Tennyson among them, Edward FitzGerald was inevitably Fitz. To his mother he had been Edward Purcell; his father, anticipating Lucy Stone by almost half a century and going her one better, had assumed his wife's name for himself and for eight other little Purcells in addition to Edward. Mary FitzGerald was a famous

beauty, and Sir Thomas Lawrence painted two portraits of her—nobody seems to have troubled to paint her husband.

There is some evidence that *Fraser's*

## RUBAIYAT

OF

## OMAR KHAYYÁM,

THE ASTRONOMER-POET OF PERSIA.

*Translated into English Verse.*

LONDON:

BERNARD QUABITCH,

CASTLE STREET, LEICESTER SQUARE.

1859.

*The first edition which Swinburne and Rossetti bought from the penny box*

became encumbered with FitzGerald's manuscript several months earlier than January of 1858. FitzGerald himself, whose testimony can hardly be disregarded, declared later that the manuscript remained in the periodical's easy-going custody for two years. Either the time was so long that he merely guessed at it or else he was brazenly attempting to claim a record for retained manuscript; it now seems reasonably certain that *Fraser's* kept the manuscript just short of a full twelvemonth. At any rate, when FitzGerald at last requested its return, *Fraser's* unearthed it and sent it back with almost startling expedition considering the fact that it had languished in their offices certainly for more than eleven months, and perhaps for twenty-four.

By the middle of January, 1859, FitzGerald was tinkering with the verses again. He had decided to publish the translation at his own expense. The thing had been done before, is being done now, and will be done many, many times again, especially with verse. Acting with a promptitude that would have put the staff of *Fraser's* to shame if they had known or cared about it, he was able to have printed copies in his hands by February 15th. His book was a brown-wrapped quarto pamphlet whereof the wrapper formed the title page: "Rubáiyát of Omar Khayyám, The Astronomer Poet of Persia. Translated into English Verse."

FitzGerald's name did not appear on the title page. But another name did in addition to Omar Khayyám's—that of Bernard Quaritch, Castle Street, Leicester Square, who allowed himself to be regarded as the publisher. Quaritch had been born in Saxony forty years before, and was ten years younger than FitzGerald. He had lived and worked in London for fifteen years, first as an employee of Henry John Bohn, whose famous series of reprints, begun in 1846, was heading toward its thousandth title. Bohn had originally been a small second-hand bookseller, and Quaritch soon followed in his footsteps, opening a modest shop of his own that was to develop into the rare-book center of the world. Bohn lived to be eighty-eight and Quaritch to be eighty—second-hand book-selling was obviously a health-giving pursuit in those days—and before his death

Quaritch could reflect on the story of the Rubáiyát and regret good-naturedly his inability to see the forest for the trees.

FitzGerald's print order for his translation—the printer was G. Norman of Maiden Lane, Covent Garden—was probably about two hundred and fifty copies. But why print any at all? The reason, in the case of FitzGerald, was certainly not empty vanity—the last characteristic that anyone could assign him. "When one has done one's best," he wrote soon after the appearance of the translation, "one likes to make an end of the matter by print." And he added: "I suppose very few people have ever taken such pains in translation as I have," a statement that can still stand unchallenged. Getting the verses into type, then, would mark the end of the incident; this was the goal to which they had been destined from the beginning, and artistic completeness demanded that they attain it.

Mr. Quaritch, however, was willing to go through the motions of attempting to sell the book. The retail price (an utterly hypothetical figure) had originally been fixed at five shillings. It is safe to hazard the guess that no copy ever sold for that, certainly within the first few months following publication. FitzGerald kept the entire issue by him for a while, at last delivering to Quaritch as a present a package of two hundred copies. The original quotation on the Quaritch exchange was nothing bid, half a crown asked. A continued lack of offers sent the price down to a shilling, and finally to a penny. Mr. Quaritch's was an humble and unpretentious establishment, but he had his pride, and he would not sell a book for less than a penny. At this figure the market steadied; a few customers actually pawed over the penny box outside the Quaritch door and proffered honest coppers in exchange for "Rubáiyáts." Why they did it will be explained when the world knows the reason why every stray book, like every stray dog, is certain of ultimate ownership if the bookseller will only be patient, or if eager seekers after nickel "Tamerlanes" will not tear it to pieces in the lust of the quest. Many "Rubáiyáts" must have been mauled thus into a condition that compelled their removal from the Quaritch penny box into the Quaritch dust heap.

Of the sporadic purchasers of the brown-



wrapped pamphlets from the penny box, some were doubtless influenced by sheer curiosity. "Rubáiyát of Omar Khayyám"—what, pray, might that queer combination of syllables and accents mean? The cover, of course, made it plain that Omar Khayyám was "the astronomer-poet of Persia," but it gave no inkling of what rubáiyát was or were. Many other-wise well-informed persons still regard it as a title—Homer wrote the "Iliad," Virgil wrote the "Aeneid," and Omar wrote the "Rubáiyát." The word is merely the plural of rubái (quatrain)—"Verses by Omar Khayyám." Rubáiyát, as FitzGerald explained in his foreword, "are independent Stanzas, consisting each of four Lines of equal, though varied, Prosody; sometimes all rhyming, but oftener (as here imitated) the third line a blank."

It was doubtless news to many purchasers that Persia had even had an astronomer or a poet, let alone an astronomer-poet. At the time of FitzGerald's translation he knew of but a single manuscript of Omar in England (in the Bodleian at Oxford), and Omar's repute as scientist and philosopher was probably confined to a handful of unusually intrepid explorers into little charted ways of learning.

Omar Khayyám was probably a boy when William the Conqueror crossed the Channel and slew Harold at Hastings. Omar's Persia was immeasurably more advanced culturally than William's England; the youth was well educated and became one of the great mathematicians of his age. Mathematics and imaginative

literature are by no means irreconcilable quantities; modern times can exhibit as proof thereof the names of Lewis Carroll and Stephen Leacock. Omar may have been a tentmaker, which is what his surname meant, but the surname must not be

taken too literally, any more than the surnames of Jeremy Taylor or Oliver Goldsmith.

An agreeable story persists to explain the salvation of the FitzGerald "Rubáiyát" from the Quaritch penny box. Algernon Charles Swinburne and Gabriel Charles Dante Rossetti (who preferred to be known as Dante Gabriel Rossetti and has had his wish) were strolling past the Quaritch shop one day and stopped to inspect the penny box. Incuriously one of them picked up a copy of the "Rubáiyát" and began to glance through it. Incuriosity gave way to interest, interest to eagerness,

eagerness to high enthusiasm. The discoverer showed his find to his colleague, who reciprocated the discoverer's emotions. FitzGerald and Omar became the talk of the town and lived happily ever after.

It would be pleasant if the rebirth of Omar had occurred in such pat fashion; it is pleasant anyway, because the story will never die. Truth, crushed to earth, will rise again, but half truths will rise earlier and fare farther. The actual discoverer of the "Rubáiyát," so far as the title can be assigned to any individual, was probably Whitley Stokes. Stokes was a lawyer and a philologist—a combination infinitely more startling than that of poet and mathematician. Stokes reported his discovery to Rossetti, who was responsible for the introduction to Swinburne. They

## RUBÁIYÁT

OF

## OMAR KHAYYAM,

THE ASTRONOMER-POET OF PERSIA.

Rendered into English Verse.

SECOND EDITION.

*Titlepage of the first (printed) American edition, 1870 (size of page 57/8 x 8 1/8 in.)*

visited Quatrish's, then, already aware of the existence of the translation and perhaps having already read it, from which point the story proceeds accurately on the line of the myth.

Swinburne recounted the incident thirty-six years later in a letter to the late Clement Shorter: "We invested, I should think, in hardly less than sixpenny-worth apiece, and on returning to the stall next day for more found that we had sent up the market to the sinfully extravagant sum of twopence, an imposition which invoked from Rossetti a fervent and impressive remonstrance. Not so very long afterwards, if I mistake not, the price of a copy was thirty shillings."

Despite this spurt of activity in the "Rubáiyát" market, a second edition was not issued until nine years later. Four more years passed before a third edition was published (1872), and in 1879 came a fourth—the last to appear during FitzGerald's lifetime. The text of the fourth edition has been generally followed in the multitude of editions which have since appeared; several editions are available which contain the texts of the first and fourth editions or of all the first four editions. The first edition contained only 75 quatrains; the second, 110; and the third and fourth, 101. The "Rubáiyát of Omar Khayyám" as known to readers of today, therefore, is a third longer than the original FitzGerald paraphrase.

"It is the only edition worth having," declared Swinburne in the letter just quoted, referring, of course, to the first edition, "as FitzGerald, like the ass of genius he was, cut out of later editions the crowning stanza which is the core or kernel of the whole."

Only two of the 75 stanzas in the first edition are altogether omitted in subsequent editions—XXXVII and XLV. Obviously Swinburne meant one of these, and as each holds more or less "the core or kernel of the whole" they may well both be quoted, permitting the reader to make his own choice:

### XXXVII

Ah, fill the Cup:—what boots it to repeat  
How Time is slipping underneath our

Feet:

Unborn TO-MORROW, and dead YESTERDAY,  
Why fret about them if TO-DAY be sweet!

### XLV

But leave the Wise to wrangle, and with  
me

The Quarrel of the Universe let be:

And in some corner of the Hubbub coucht,  
Make Game of that which makes as much  
of Thee.

The first of these two stanzas must not be confused with the famous "Come, fill the cup" quatrain (VII in all editions)—in the first edition Omar enjoys two cups.

The progress of the polishing process through four editions is worth tracing through the example of one stanza—one of the half-dozen best known quatrains in this best-known long poem in the English language—a statement made with a bow to Thomas Gray's "Elegy Wrote in a Country Church-Yard" in the absence of any accurate statistics:

#### First edition:

While the Rose blows along the River  
Brink,

With old Khayyám the Ruby Vintage  
drink:

And when the Angel with his darker  
Draught

Draws up to Thee—take that, and do not  
shrink.

#### Second edition:

So when at last the Angel of the drink  
Of Darkness finds you by the river-brink,  
And, proffering his Cup, invites your  
Soul

Forth to your Lips to quaff it—do not  
shrink.

#### Third and fourth editions:

First draft: "Offering" substituted for "proffering" in line three. "The Angel" changed to "that Angel" in manuscript note in copy of fourth edition. Final reading:

So when that Angel of the darker Drink  
At last shall find you by the river-brink,

And, offering his Cup, invite your Soul  
Forth to your Lips to quaff—you shall not  
shrink.

The Boston house of J. R. Osgood & Co. published the "First American from the Third London Edition" in 1878 in the honest assurance that the title page meant all that it said. As a matter of fact, the "Rubáiyát" had already appeared in



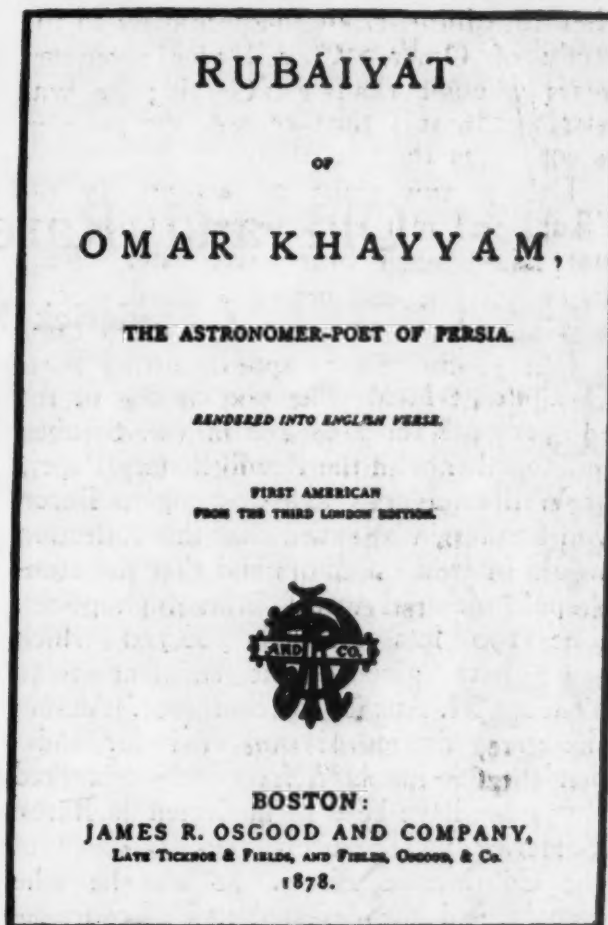
America. To complicate the business still further, the authentic first American edition was designated "Second Edition" on the title page, which carried neither date nor place of publication. The story of this true first American edition is as romantic as the story of the original English edition. The second English edition (1868) won the dignity of notice by the *North American Review*, which notice was read with interest by a little company of people in Columbus, Ohio. Colonel James Watson seems to have been the prime mover in the enterprise, and one or two other ex-Union officers assisted—Omar's fatalism was the perfect soldier philosophy. A New York bookseller was requested to supply copies of the book—proof that some reviews do sell books. He finally managed to secure one copy, and explained the trouble he had been put to to get that. It was passed about in the little circle of Columbus admirers, who finally decided to print a few copies to supply their own wants. About a hundred copies of this well-intentioned piracy seem to have been made, and it is now rather scarcer than the first English edition. A copy sold at the Anderson Galleries in New York last November for \$230; the identical copy of the London 1868 edition which was used for the Columbus reprint brought \$380.

Heading the list of the multitudinous editions of the "Rubáiyát," the cynosure of the "Rubáiyát" collector's eye is of course the first English edition. It is not a rare book *in excelsis*; indeed, considering its dubious early days and the fragility of its format, it has survived remarkably well—a result, undoubtedly, of the timely and hearty enthusiasm of Swinburne and Rossetti. But as far, far more collectors want copies than can ever hope to be supplied, the price is formidable. The Kern copy, in the original wrappers and in well-nigh pristine condition, sold for \$8000 last month. This is a sensational advance, the 1858 "Rubáiyát" having in recent years hovered between \$1000 and \$2000 with remarkable steadiness considering the ups and downs (particularly the ups) of the rare-book market. The second (1868) edition sells into the hundreds; the third and fourth are readily obtainable at \$25 and under.

"The Rubáiyát of Omar Khayyám" has

been a printer's delicate plaything almost since the dawn of its fame, and particularly in the twentieth century. A census of private press editions which have issued Rubáiyáts" would be virtually a census of private presses. Among books published in the latter half of the nineteenth century, none has attracted a greater abundance or a greater variety of illustrators.

In the collecting field the "Rubáiyát" occupies a place somewhat similar to that



*Title-page of the first (published) American edition, 1878 (size of page 4 $\frac{7}{8}$ x6 $\frac{5}{8}$  in.)*

occupied by Walton's "Compleat Angler." Collectors of the "Rubáiyát" are collectors of a book and not of an author. A fine collection of "Rubáiyáts" would now be the task of a lifetime and would require a considerable outlay of money, though it would not be so difficult nor so costly an enterprise as a collection of "Anglers." The most notable "Rubáiyát" collection ever assembled, that of William V. Wheeler was dispersed at auction at the Walpole Galleries in New York in 1919. The first edition sold for the then sensa-

tional figure of \$910—the 1858 “Rubáiyát” was then being generally quoted at around two or three hundred dollars. From this figure it was an easy jump to the magic of a thousand; will the jump from \$8000 in the Kern sale to the even more magic figure of ten thousand be as easy?

No discussion of FitzGerald's Omar can be complete without a word of tribute to the memory of Professor E. B. Cowell, for it was Cowell who first directed FitzGerald's attention to the study of Persian literature in general and specifically to the study of Omar. Cowell was seventeen years younger than FitzGerald; he was

twenty when they met. It was Cowell who, already acquainted with Persian, discovered by intelligent accident the then unique manuscript (unique, that is, in England) in the Bodleian. He read it with delight, brought it to FitzGerald's notice, made a transcript for him—and the seed of a classic was sown. Not often can a literary affiliation be so clearly traced. Cowell died in 1903, twenty years after FitzGerald, happy in the knowledge that the enthusiasm which he had been privileged to impart had contributed in no slight measure to the isolated perfections of an imperfect world.

## Old and Rare Book Notes

Frederick M. Hopkins

IT was evident when the catalog of the personal relics of Baron von Steuben together with the Revolutionary Papers of William North, aide-de-camp to Baron von Steuben, was issued that this collection would interest collectors and that the autographic material would bring high prices. The 190 lots realized \$66,720 which must have given great satisfaction to William M. Austin, the consignor. Among the great figures of our War for Independence, it has been frequently remarked that none have been so neglected as Baron Frederick von Steuben, the organizer of the Continental Army. It was he who transformed the defeated and discouraged volunteers of Washington's army into a superior force that out-manouvered the disciplined troops of the British Kingdom and won the victories which ended the struggle at Yorktown. The interest shown in these letters bear evidence that collectors do not undervalue the services and fame of the great military organizer who did so much to aid and sustain the Father of His Country in his victorious War for Independence. The oil painting of Baron von Steuben by Ralph Earle brought \$19,000. A few of the autograph letters and the prices realized were the following: A. L. S. of Alexander Hamilton, 3 pp., folio, West Point, September 14, 1779, to James Duane, \$525; A. L. S. of

Philip Schuyler, 3 pp., folio, Saratoga, November 27, 1776, to James Duane, written while preparing the defences to meet Burgoyne, \$360; A. L. S. of Baron von Steuben, 2 pp., 4to, New York, September 18, 1788, just before the accession of Washington as president, \$525; A. L. S. of Washington, 3 pp., folio, Morristown, May 13, 1780, to James Duane, \$2,700; A. L. S. of Washington, 3 pp., folio, Headquarters Morristown, June 5, 1780, to James Duane, relating to promotion of officers, \$2,650; A. L. S. of Washington, 5 pp., folio, New Windsor, December 26, 1780, a long and remarkable letter regarding Congress and the conduct of the war written to Judge Duane, member of Congress from New York, in which Washington sets forth his views clearly and forcefully, \$3,850.

THERE is still an active demand for fine editions of the standard authors in limited editions and full bindings. The “library of a prominent New York theatrical man” sold at the American Art Galleries on January 31 had many fine sets which brought good prices, 140 lots realizing \$36,657.50. A few representative lots and the prices realized were the following: Pickering's edition of the British Poets, 53 vols., polished calf, London, 1831—53, \$400; Carlyle's “Works,” 30



vols., levant, London, 1896—99, the centenary edition, \$475; Mark Twain's "Writings," 25 vols., levant morocco, Hartford, 1899—1907, autograph edition, \$475; Conrad's "Works," 20 vols., 8vo, levant morocco, London, 1921—27, Heinemann's limited edition, \$625; Galsworthy's "Works," 21 vols., levant morocco, London, 1923, limited Maunton edition, 510; O. Henry's "Complete Works," 14 vols., levant morocco, Garden City, 1917, Memorial edition, \$575; Kipling's "Works," 25 vols., levant morocco, New York, 1914—19, Seven Seas Edition, \$660; Stokes's "Iconography of Manhattan Island, 1498—1909," 6 vols., thick imperial 4to, mottled calf, New York, 1915—28, one of 42 copies on Japan vellum, \$800; a complete collected set of the Waverley Novels by Walter Scott, all first editions, 74 vols., levant morocco by Riviere, Edinburgh, 1814—29, \$1,200; *The Sporting Magazine*, 156 vols., 8vo, half morocco, London, 1792—1870, including Old Series, New Series, Second Series, and Third Series, \$1,900; and Stevenson's "Works," 34 vols., levant morocco, Edinburgh, 1894, the Edinburgh Edition, \$550.

**GOODSPEED'S** Book Shop, of Boston, announces that the generous response to its November Autograph List insures the continuance of these "selections from our stock" at about bi-monthly intervals between regular complete catalogs, in which are listed a wider variety of autographic material. List No. 179, just at hand, includes a Washington letter, written at Headquarters Cambridge, April 4, 1776, containing instructions to General Ward in regard to protecting Continental stores, valued at \$3,500. This price seems about in line with those realized at the American Art Galleries last week for Washington letters.

**BARTON CURRIE**, editor of *World's Work*, has purchased the original manuscript of Sheridan's "School for Scandal," brought to this country by Gabriel Wells. This landmark in English dramatic literature was acquired by Mr. Wells from descendants of Richard Brinsley Sheridan. Sheridan was only twenty-six years old when he wrote this play, and

is said to have performed the task under much pressure, and when he reached the final page he boldly wrote, "Finished, thank God!" The producer, seeing this, wrote, "Amen!" This page, which has been the cause of a great deal of comment, is missing from the manuscript. It has been facetiously remarked that it was appreciated too early. It was removed from the other pages before the modern market for author's manuscripts arose and was probably treasured for a time by the thief but regarded as of no importance after it passed from his hands. Mr. Currie, the new owner of this English comedy manuscript, owns a set of the first editions of Dickens remarkable for the number of presentation copies, and is the possessor of other valuable books and manuscripts of modern authors.

**BERNARD QUARITCH** of London has just issued a "Catalogue of a most Important Collection of Publications of the Aldine Press, 1494—1595" which in itself is a contribution to Aldine bibliography. The Aldine Press existed for about a century and during this period issued about 840 editions, some of them of great typographical beauty. Of this number Quaritch's catalog sets out in chronological order 538 editions, to which have been added 19 of the counterfeit editions, mostly produced at Lyons. The collection contains a large proportion of the rarest issues, ten printed on vellum and eleven on large paper. A considerable number of the volumes are remarkable on account of their bindings, and include books bound for Grolier, Laurent, François I, de Thou, and others, by Derôme, Bradel, Bisiaux, Bozerian, and Roger Payne. The nucleus of the collection was that of Lord Powis, sold at Sotheby's in 1923, bought *en bloc* for £2,750. Since then it has been augmented by other purchases from the finely bound library of Sir George Holford. The price now asked for the collection is £10,000.

**PART III** of selections from the library of the late Sir Edmund Gosse, comprising 464 lots, will be sold at Sotheby's in London on February 25 and 26. This part contains a representative collection of English literature including works of Robert Browning, William Congreve, Abra-

ham Cowley, John Dryden, Alexander Pope, Matthew Pryor, Christopher Smart, and Lord Tennyson, and a long series of works by Robert Louis Stevenson and Algernon C. Swinburne, many being presentation copies. The Stevenson association items are of special interest.

THE library of the late Raymond J. Schweizer of Darien, Conn., sold at the Anderson Galleries on February 7 and 8, comprising 419 lots, brought \$33,933. A first edition of Sterne's "Tristram Shandy," three volumes bearing his autograph brought \$2,550. A sound copy of the Second Folio of Shakespeare fetched \$1,800. Kipling's "A Priest in Spite of Himself," one of a few copies printed for copyright, realized \$925, and the same author's "Brother Square Toes," \$825.

"A DICTIONARY to the Plays and Novels of Bernard Shaw" with a bibliography of his works and of the literature concerning him, and a record of the principal Shavian play productions, by C. Lewis Broad and Violet M. Broad, has just been published by A. & C. Black, Ltd., of London. This work will not only be useful for the collector, but helpful for the student as well.

THE Golden Cockerel Press announce the publication of the first volume of "The Canterbury Tales," uniform with its

"Triolus & Criseyde" and containing 150 new engravings by Eric Gill. The edition is limited to 485 copies printed on Kelmscott hand-made paper. Fifteen copies will be printed on vellum. It is said that the edition is already fully subscribed for and is changing hands at a premium.

WILLIAM ABBAT of Tarrytown, N. Y., editor of *The Magazine of History*, has published an extra number of that periodical, No. 145, of interest to Lincoln collectors. It is a continuation of the "Rare Lincolniana" series, containing seven articles about Lincoln, and a hitherto unpublished portrait owned by Professor M. S. Snow of St. Louis. A personal reminiscence by Professor Snow tells of Lincoln's personal appearance at Phillips Exeter Academy where his son was a student.

J. M. EDMONDS'S edition of "Sappho," in which the new Antigone Greek types were first made available to the public, was over-subscribed before publication in December last. A larger font of these types have now been cut, and will be used for the first time in a companion volume, entitled "Some Greek Love Poems," gathered and translated by Mr. Edmonds, with decorations by Vera Willoughby. A limited edition of four hundred copies only will be issued the coming spring.

## Good Second-Hand Condition

John T. Winterich

THE enormous publicity evoked by the Jerome Kern sale has had a number of repercussions in the rare and second-hand booktrade. It has by no means diminished the number of would-be sellers of "very valuable" old family Bibles. It has aroused hundreds of thousands of other people who, fortunately, have no old family Bibles to dispose of to the fact that sometimes a mere book may be worth hundreds or even thousands of dollars. It is turning a considerable share of the profits of a buoyantly bullish stock market in to the book

business—in most instances the speculative end of the book business. It has disheartened still other speculative collectors who believe that no books can ever sell for quite so much again—a belief that is probably as unsound as the same belief was when a perfect "Pickwick" could be had for a thousand dollars and a first "Rubáiyát" for a hundred. It has bewildered the small collector and it has bewildered the bookseller, without which two groups the rare book business would not amount to much.

It has unquestionably vastly stimulated



interest in book collecting, which is far from being the same thing as stimulating activity in book collecting. But it assuredly has stimulated the collecting activity as well. One of the most agreeable manifestations of this aroused interest (and it is a phase of the business which more concerns the dealer in second-hand books than the rare bookshop) is a reported enthusiasm for early other-than-first editions of much-sought books. With first editions that have previously been selling for a hundred or a hundred and fifty dollars suddenly transported into the thousand dollar class, the small collector can only look on in dismay while the prize he seeks skips farther than ever beyond his reach. Or he can definitely abandon the hunt, and decide to content himself with a second edition procurable for a hundredth the price of the first, and characterized from the romantic point of view with far more than a hundredth of the sentimental interest of the first.

Such an activity is eminently worth cultivating from the bookseller's standpoint. If interest in the other-than-first field continues to grow, it will inevitably raise the prices of books which have been selling at nominal figures by making them legitimate and desirable collector's items. There is, of course, nothing particularly new in the idea itself. Second-hand booksellers have long regarded early printings of such books of "Alice" and "Uncle Tom's Cabin" as worth special pricing. The possibility now opens of developing this field into a profitable specialty that is certain to attract a growing number of customers.

The rare booktrade itself cannot but look with favor on such a development. The collecting of second editions can only serve to accentuate the desirability of first editions. The collector of second editions becomes that only because he cannot afford firsts—or because of the mere non-availability of first editions. There are plenty of second editions which themselves sell into the hundreds and thousands, just as there are plenty of third, fourth and fifth editions that are eminently desirable in the collector's and the auctioneer's eyes.

Many months must elapse before any greatly detailed and significant appraisal of the results of the Kern sale can be made. It is even possible that it may stimulate an interest in reading.

Harry Stone of 24 East 58th Street, New York, lists at \$75 (Catalog 28) the two-volume 1842 edition of Hawthorne's "Twice-Told Tales." It is a deceitful item, for on casual inspection it appears to be far removed from a first edition. The imprint reads: "Boston: James Munroe and Company. MDCCCXLII," but the copyright of Volume I had been taken out in 1837 by the American Stationers Company. Volume II, however, was copyrighted in 1842 by Hawthorne himself, and the twenty stories which make up this volume are here assembled from periodicals for the first time. Volume I itself is a first edition for "The Toll-Gatherer's Day" (pages 281-289), this story not having been included in the first (1837) edition of "Twice-Told Tales," which had been the first book of Hawthorne's to carry his name on the title-page.

"Twice-Told Tales" was a slow starter. Five years elapsed between the first and second editions and nine years between the second and third. In 1851, following the successful issue of "The Scarlet Letter," Ticknor, Reed & Fields put out a revised edition of the "Tales" in two volumes, and this edition is of some bibliographic importance on two counts. It contains a preface dated Lenox, January 11, 1851 (neither of the first two editions had contained any introductory matter), and it also has a portrait of Hawthorne, the first ever published—supplied, doubtless, to satisfy popular curiosity as to what the author of "The Scarlet Letter" looked like. Fifteen impressions of the "Tales" were issued between 1851 and 1874, according to Nina E. Browne's bibliography of Hawthorne. There had been an English edition as early as 1849 consisting of selections from the two-volume 1847 edition, and there were no fewer than five London editions in 1851.

The two-volume 1842 edition is probably harder to find than the one-volume 1837 edition. Being a collection of short stories—the first great American collection of short stories—it was quite convenient for two persons to read it at the same time, and many copies must have become separated without any hope that they will ever be reassembled. Condition is an unusually important factor in both editions. Neither was a beautiful or a rugged example of the bookmaker's art, and, even

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**L**AST but not least: The **PUBLISHERS' WEEKLY** in the third issue of every month will endeavor to give you up to the minute news about the rare book market which, it hopes, will help you develop a profitable extension of your business.

where the binding is in a good state, foxings are likely to spot the pages with unpleasant and historically inaccurate stains.

H. V. Marrot's bibliography of John Galsworthy does not note an interesting point that divides the first edition of "Swan Song" (London, 1928) into two issues. In the first issue, page 44, line ten, should read "thn eobtained," etc., which was corrected to "then obtained." According to Mr. Marrot, the first impression of "Swan Song" consisted of 45,000 copies (incidentally, Mr. Marrot is to be complimented on giving this information in every instance where it was obtainable) and there is no telling how great a proportion of these are of the first issue. The "thn" issue does not seem to be particularly scarce—doubtless several thousand copies were out before the error was detected. It is interesting to note that the error exists in the large paper signed edition of 525 copies—proof that in this instance at least the large paper copies were not run off after the printing of the trade edition. The "thn" point, this department understands, is a discovery of Captain Louis Henry Cohn of New York, long a devoted Galsworthy collector and student—the terms are not always synonymous.

The blurb on the jacket of "Swan Song" is a model of restraint: "With the publication of 'Swan Song,' the third novel of his second trilogy, Mr. Galsworthy completes his social history of post-war society and brings down the curtain on the whole Forsyte drama." It is too much to expect that such matter-of-fact dignity will serve as a pattern—and it must be admitted, of course, that not all writers are Galsworthys.

Mr. Galsworthy is unique among recent English and American authors in the completion of two trilogies (though the two trilogies actually combine into a single sexilogy). The two most noteworthy of twentieth-century American trilogies were never completed. Frank Norris's "The Octopus" and "The Pit" were to be followed by "The Wolf," but the design was frustrated by Norris's untimely death. Theodore Dreiser's "The Financier" and "The Titan" were published as the first two elements in "a trilogy of desire," but the passage of fourteen years since the ap-



pearance of "The Titan" has not produced the complementary third novel. The project has apparently been abandoned; at all events the revised edition of "The Financier" published two years ago gave no hint of an intention to complete the series.

Vrest Orton's "Notes to Add to a Bibliography of Theodore Dreiser," recently issued in an edition of one hundred and fifty copies in advance of the next number of *The American Collector*, is a pamphlet of surpassing importance to the Dreiser collector and to the dealer in modern first editions. Mr. Orton has for many years been working on a Dreiser bibliography and has had access to the finest Dreiser collection in existence, that of W. W. Lange of Milwaukee. Within the space of twenty-one pages he has compressed a wealth of invaluable bibliographical data, supplementing and in some instances correcting the findings published by Edward D. MacDonald in his Centaur Press bibliography of Dreiser published last year. The more important discoveries set forth by Mr. Orton in his "Notes" may be summarized as follows:

Dreiser's friend, Arthur Henry (to whom the first edition of "Sister Carrie" was dedicated), began a novel called "A Princess of Arcady." Only Dreiser's encouragement kept Henry at work, and when all but the last chapter was written Henry gave up. Dreiser wrote the last chapter himself, and the book was published by Doubleday in 1900—the same year that saw the publication of the excessively rare "Sister Carrie."

The second edition of "Sister Carrie" was published by B. W. Dodge & Company of New York in 1907. The plates of the first edition were used. This edition (sometimes miscalled the first published American edition) exists, according to Mr. Orton, in several states. In some copies (A) the printer's name appears on the copyright page and in others (B) it is omitted. Furthermore, in some copies (A) the words "Sister Carrie" are stamped on the cover in gold, in others (B) in yellow ink (the cloth in these two states is red ribbed) and in still others (C) in yellow ink on woven red cloth. Thus, according to Mr. Orton, five variants of this second edition exist: (1) Sheets (A) in Binding (A); (2)

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Sheets (A) in Binding (B); (3) Sheets (B) in Binding (B); (4) Sheets (A) in Binding (C); (5) Sheets (B) in Binding (A). Mr. Orton, it would appear, has almost succeeded in outeinsteinizing Einstein, but it must be remembered that the mixup is none of his doing, whereas the untangling of the mixup is definitely his accomplishment. The first issue of the Dodge edition, therefore, should have the printer's name on the copyright page, and the words "Sister Carrie" on the front cover should be stamped in gold.

Mr. Orton is compelled to leave the "Jennie Gerhardt" puzzle in its previous state of confusion, but he has assembled fresh evidence in the tangle, and it is not Mr. Orton's fault that the evidence proves nothing. His most important contribution to the problem is his discovery of a copy of the first edition of "Jennie Gerhardt" stamped "Advance Copy" (the provenance of which is definitely known) which has "Theodore Dreiser" on the backstrip. Copies reading "Dreiser," he declares, are less common, but he properly draws no conclusion from this fact. The question is

still open, and it is to be hoped that Mr. Orton or some equally competent authority will eventually resolve it.

It is impossible even to summarize here all or even a large part of Mr. Orton's "Notes," some of which, far from being mere notes, are detailed and important presentations of abstruse points in Dreiser bibliography and of the human equations behind them. Wherever possible he states the number of copies published—information of paramount interest and value to collector and bookseller alike.

This department, which itself has a human equation behind it and is, therefore, prone to err, did just that in its last appearance a month ago when it stated that since President Hoover's nomination no American bookseller had quoted the translation by Mr. and Mrs. Hoover of Georgius Agricola's "De Re Metallica." One New York shop had already quoted a copy at \$50 and is reported to have had eight requests for it on the first day. During the past month another shop cataloged a copy at \$25 and had seventeen orders within a few days. At least one inscribed copy has been sold during the past month at \$125, but it had not been cataloged, therefore, this department cannot present a census of would-be owners of inscribed copies at that reasonable figure. Whitman Bennett of the Bennett Book Studios writes: "To my personal knowledge the book has been retailed as high as five hundred, which was presumably entirely too high, and has been sold wholesale as high as \$100 repeatedly right here in New York. . . . A signed or inscribed copy can readily be sold for \$200." It is to be hoped that the \$500 copy which Mr. Bennett tells about was inscribed; even so the price seems rather formidable. If it was not inscribed the seller ought to be prosecuted.

Your correspondent must continue to put himself on record as regarding the "De Re Metallica" translation as not, in the absolute sense, a scarce book. One American collector during the past summer, after Mr. Hoover's nomination but before his election, queried three London booksellers for it and the book was quoted by all three. Not many collector's items are as readily available as that. Just at present, of course, the "Metallica" is scarce in the only

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sense that counts from the collector's and bookseller's point of view, to wit, that more collectors want it than can be supplied. When Mr. Hoover's Presidency is a generation behind our history "Metallicas" may be cluttering the fifty-cent tables—and the book is so enormous that one copy can do a lot of cluttering. The which, obviously, has nothing to do with the case, since the bookseller's function is to supply the needs of today.

The "Metallica," as Mr. Bennett points out, "is of special interest apart from the fact that it was translated by Mr. Hoover and his wife. The book is the first English translation of the first great medieval work on mining—the first practical work on mining ever written. Before the Hoovers translated the book, it had been done into French and German but never into English." How pleasant it would be if President Doumergues and President von Hindenburg had made the French and German translations! What price a signed three-decker of "De Re Metallicas"?

Does any other city the size of Springfield, Mass., have a regular weekly rare-book column in a local newspaper? Your correspondent has been happy to make use of an occasional quotation from "The Bibliophile's Corner" of the *Springfield Union*, conducted for the past few years by Frank J. Hynes. It is pleasant to be able to record that Mr. Hynes has just opened a rare bookshop of his own on Harrison Avenue, Springfield, called "The Bibliophile's Corner." Mr. Hynes is a native of Ireland, and has spent most of his adult life in the book business. For seven years he was at Johnson's bookstore in Springfield and later with Goodspeed of Boston. "I hope to stimulate an interest in book collecting in Springfield," he reports, "and a love of good books in general—in a word, to plant a Willa Cather where a Laura Jean Libbey grew before."

### Catalogs Received

- Americana, first editions, and general literature.** (No. 12.) Wright Howes, 1144 S. Michigan Ave., Chicago.
- Early American books and pamphlets.** (No. 5; Items 391.) James Lewis Hook, 13 South Market Square, Harrisburg.
- A Catalogue of antiquarian and modern books.** (Feb. 1929; Items 399.) Stanly Crowe, 13 Sise Lane, London, E.C.4.
- Autographs.** (No. 179; Items 209.) Goodspeed's Book Shop, 7 Ashburton Place, Boston.

- Autographs of Famous People.** (No. 2458; Items 387.) John Heise, autographs, Onondaga Bank Bldg., Syracuse, N. Y.
- Californiana.** (Vol. II, No. 5.) William McDevitt, 2079 Sutter St., San Francisco.
- Captain James Cook.** (Items 89.) Francis Edwards, Limited, 83, High Street, Marylebone, London, W.1.
- English literature before 1700.** (No. 157; Items 262.) Lathrop C. Harper, 8 West 40th Street, New York City.
- Fine press books, first editions, 18th century items.** (Jan. 1929; Items 671.) Chaucer Head, 32 West 47th Street, New York City.
- A selection of first editions and autographed letters.** (No. 29; Items 304.)
- Historia Hungariae.** (1929; Items 3096.) Lantos Rt, Tudomanyos Antiquariuma, Budapest, Hungary, IV., Muzeum-Korut 3.
- Incunabula and books from the 16th to the 19th century.** (No. XLVII; Items 507.) Davis and Orioli, 30 Museum Street, London, W.C.1.
- Manuscripts and Rare Books.** (No. 268; Items 297.) Myers and Company, 102, New Bond Street, London, W.1.
- Modern first editions.** (No. 2; Items 100.) David Magee, 480 Post Street, San Francisco.
- A check list catalogue of Modern first editions and examples of typography.** (No. 26.) Harry Stone, 24 East 58th Street, New York City.
- Natural history and kindred subjects.** (No. 40; Items 932.) Dauber and Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- Old and Rare Books.** (No. 8; Items 323.) G. P. Putnam's Sons, Ltd., 24, Bedford Street, Covent Garden, London, W.C.2.

### Auction Calendar

**Friday, March 8th.** Autographs. Leo Liepmannsohn, Antiquariat, Berlin S.W.11, Bernburger Strake 14.

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Joubert. His Wisdom.  
Maxims of Publius Syrus.  
Ronald, Alfred. Fly Fisher's Entomology.  
Harvard Lyrics. Boston. 1899.

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## In This Issue

	PAGE
A CHAMBER OF COMMERCE MAKES ROOM FOR THE ARTS by <i>Vera Chamberlain Lane, M.A.</i> . . . . .	855
<i>Fort Wayne, Indiana, in stirring interest in the arts, devotes a month to literature.</i>	
BOOKS ON SPAIN by <i>Herschel Brickell</i> . . . . .	858
<i>Though Mr. Brickell hails from Mississippi and lives in New York, he is an authority on literary Spain and his article will be of particular interest to those who are going to Spain this year for the two Expositions.</i>	
A WORD FROM LONDON by <i>Frank Swinnerton</i> . . . . .	861
<i>The first quarterly letter of the distinguished British novelist and publisher about the activities of literary London.</i>	
BOSTON BOOKTRADE NEWS by <i>Dale Warren</i> . . . . .	863
IN AND OUT OF THE CORNER OFFICE . . . . .	865
THE BOOKSELLER AND GARDEN BOOKS by <i>A. T. De La Mare</i> . . . . .	869
IN THE BOOKMARKET . . . . .	874
OLD AND RARE BOOKS by <i>Frederick M. Hopkins</i> . . . . .	894

## Forthcoming Issues

✿ ✿ ✿ "Stylizing the Book Business" is the leading article in next week's *Publishers' Weekly*. It is by Ruth Leigh, well-known for her books "Elements of Retailing" and "The Human Side of Retailing." "Are you selling books on their style appeal?" asks Miss Leigh and proceeds to tell you, in case you are not, why you should. ✿ ✿ ✿

✿ ✿ ✿ Bertha Mahoney and Elinor Whitney, of the Bookshop for Boys and Girls in Boston, have written a book which Doubleday, Doran will publish in April. It is "Realms of Gold in Children's Books" and next week we will print the book's introductory chapter, a résumé of children's books through five centuries. Spring selling of children's books is a subject that is to the fore this year. Next week we will consider the problem and in the *Publishers' Weekly* of March 30th, of April 27th and of May 25th we will carry special articles on the subject. ✿ ✿ ✿

✿ ✿ ✿ In Boston, on Beacon Hill, a little bookshop, "The Booknook," caters to young people who have gone to Boston to study. That it has resulted in a charming gathering place but one which is nevertheless run on sound bookstore and financial principles is proved by Holland Hudson who writes about it in next week's issue. ✿ ✿ ✿

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<i>Circulation</i>	ALBERT R. CRONE
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